

ALL UG COURSES

COMMUNICATION IN PROFESSIONAL LIFE

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SEMESTER-I TO VI COURSE CREDIT-2**

(FOR LIMITED CIRCULATION ONLY)

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COMMUNICATION IN PROFESSIONAL LIFE

[FOR LIMITED CIRCULATION ONLY]

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A background illustration in a light grey tone. It depicts a person from the back, looking thoughtful with their hand on their chin. The scene is filled with numerous glowing lightbulbs of various sizes, some connected by faint lines, symbolizing ideas and innovation.



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Theory of Communication

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STRUCTURE

- 1.1 *Learning Objectives*
- 1.2 *Introduction*
- 1.3 *What is Communication?*
- 1.4 *Communication in Organisation*
- 1.5 *Language of Business Communication*
- 1.6 *Cultural Components of Communication*
- 1.7 *Miscommunication*
- 1.8 *Effective Communication*
- 1.9 *Summary*
- 1.10 *Self-Assessment Questions*
- 1.11 *References*
- 1.12 *Suggested Readings*

1.1 Learning Objectives

- ◆ To learn the basics of communication and its applications in the professional space.
- ◆ To develop communication skills to be exercised in an organisation.
- ◆ An insight into how communication can aid your personality development.



1.2 Introduction

Communication is inevitable to the existence of mankind. Humans are called as social animals. We cannot imagine our lives without communication. The human development and growth depend majorly on it. From the time of our birth to the death bed, we keep communicating in one way or the other. Infants cry and convey their wants and as they grow up, they acquire different ways to communicate according to their surroundings and what they learn from it. These ways are actually different languages (verbal/non-verbal) of communication.

In our daily lives, the mind and body are mostly involved in communicating in one manner or the other. We communicate for personal purposes and many times, for work-related or professional purposes. Communication changes from person to person and situation to situation. It depends on the usage of space and time, too. Our mental state and psychology also become a factor in navigating the communication we have with people; and the way we communicate also conditions our mind and psyche!

1.3 What is Communication?

The word ‘Communication’ in English is derived from the Latin “Communicare,” which means to impart, participate in, or convey, which means to make common or share. Earlier, few centuries back the meaning of the word communication was just limited to the sharing of tangible objects, but with time, the English language evolved and so did the meaning of the word. The meaning of the word ‘Communication’ was extended to the sharing or imparting of intangible things, too. So, whether you ask your friends for a pen or you lend them yours, both are communication.

The Latin term “Communicare,” which means to impart, participate in, or convey, is the source of the English word “communication.” The word “Communicare” comes from the Latin root “communis,” which means to share or make common. All the words such as send, discuss, describe, convey, gesture, exchange, write etc. are related to the word communication.

A general understanding of communication is that it’s a process of exchange or sharing of ideas, thoughts, information, experiences, emotions, involving two people or more.



1.3.1 Definitions of Communication

- ◆ According to the Oxford English Dictionary, “Communication is the *transmission or exchange of information, knowledge, or ideas, by means of speech, writing, mechanical or electronic media.*” (OED, 2019).
- ◆ Keith Davis defines Communication as “*the process of passing information and understanding from one person to another.*”
- ◆ William Newman and Charles Summer discuss Communication as “*an exchange of ideas, facts, opinions or emotions of two or more persons.*”
- ◆ According to M. T. Myers and G. E. Myers, “*Communication refers to a special kind of patterning: a patterning which is expressed in symbolic form.*” “*For communication to take place between or among people, two requirements must be met: (1) a symbolic system must be shared by the people involved (we need to speak the same language or jargon or dialects) and (2) the associations between the symbols and their referents must be shared.*”

In organisational settings, messages often have a clear goal: to inspire, inform, instruct, convince, motivate, or inform. In fact, one of the key distinctions between informal chat and managerial communication is this clear aim. The foundation of effective communication inside an organisation is a set of clearly stated goals that complement its mission and goals. Relationships are built through communication, which also enables organisation. Each message has a goal or purpose. Whether intentionally or unintentionally, the sender wants to achieve something through communication.

In order to accomplish organisational goals, management and employees must communicate effectively. Organisational efficiency can be increased by reducing errors. Marketing, public relations, customer service, corporate and interpersonal communication are just a few examples of the various areas of business communication.

Business Communication comprises all the exchanges or sharing of ideas, experiences, viewpoints, news and other deliverances made related to any business or towards fulfilling the organisational goals.



1.3.2 Definitions of Business Communication

- ◆ **According to Ricks and Gow** Business Communication as “a system that is responsible to affect change throughout the whole organization.”
- ◆ According to **W.H.** Business Communication is exchanging business-related different views, ideas, and news within the related parties.
- ◆ **Prof. J. Haste stated** that when the communication occurs between either two or more than two business people for the purpose of effective organization and administration of business then it is considered as Business Communication.

Effective business communication is the way employees and management communicate to achieve organizational goals. The objective is to improve organizational efficiency by reducing mistakes. Business Communication includes different aspects like marketing, public relations, customer relations, corporate and interpersonal communication, etc.

1.4 Communication in Organisation

In today's world communication is very important in the professional spheres. Every organisation has a vision and mission. All the functions and events, from micro to macro level at an organisation require good communication. In organisational settings, messages often have a clear goal: to inspire, inform, instruct, convince, motivate, or inform. In fact, one of the key distinctions between informal chat and managerial communication is this clear aim.

The functioning of an organisation depends heavily on communication. It is a necessary component for organisation. It serves as the means through which the fundamental management duties are carried out. The staff plans, manages and controls everything in any organisation through communication only. They also coordinate, direct, and coordinate through communication. In an organisation, communication usually comes before any action is made. Communication is the means of communicating and exchanging information, such as organisational goals, plans employed to attain those goals, policies, rules & regulations, and other minor specifics. Every corporation needs effective internal communication, which is crucial for growing a profitable enterprise.



The term “organisational communication” refers to the channels and modes of communication that entities like businesses, non-profit organisations, and governmental bodies use. This definition encompasses both internal communications that take place within an organisation and external communications that take place between an organisation and its stakeholders. The effectiveness of a company can be significantly impacted by improving organisational communication.

1.4.1 Functions of Organisational Communication

Organisational communication serves different purposes:

- 1. Instructive:** Communication is used to guide, direct and instruct the employees in an organisation. It helps those employees to carry out their specific job as per the requirement. The instructions are usually passed from the superior to subordinate/ upper level to lower level.
- 2. Executive:** Communication helps people to manage, make plans, take decisions and do other operational activities important for fulfilling the organisational goals.
- 3. Informative:** In an organisation, communication serves the objective of informing a group or individual about a certain work, business policies and processes, etc. Top management conveys policy to the lower level via the middle level. The lower level tells the top level of the response via the intermediate level. Informative function is also exercised with the communication among peers, which further helps in coordination and to furnish important information, whenever required.
- 4. Analytical:** For the evaluation of tasks and to develop ideas or render judgements about the value of the executed operations, communication is vital. A tool for evaluating an individual's or a team's contribution to the organisation is communication. To evaluate one's own inputs, others' outputs, or some ideological scheme calls for a sufficient and effective communication process. To give directions from top management or manager to lower level: Communication is important to issue directions by the top management or manager. When an employee receives guidance from



a superior, he will perform better. Oral or written communication can be used to direct people. An order may be a request order, an implied order, or a common order.

- 5. Training:** It is very important to train the employees to make them understand the functioning of the organization, risks, procedures, ways to prevent costs and other issues. Effective communication helps a great deal in doing it. It helps the management to supervise, suggest changes and manage the resources and efficiently utilize the workforce.
- 6. Persuasive:** Good communication skills are essential in business as they help to build trust and take your clients as well as co-workers into confidence for various works. In the domains of marketing and sales or be it industry (small scale, large scale or service-providing), communication makes the convincing possible.

Organisation's purpose of informing, persuading, fostering positive relationships, and fostering organisational goodwill is achieved with the help of strong business communication methods. The internal culture and external image of any corporation are intertwined with business communication. Regardless of an organization's size, location, or objective, effective business communication skills are essential to its success.

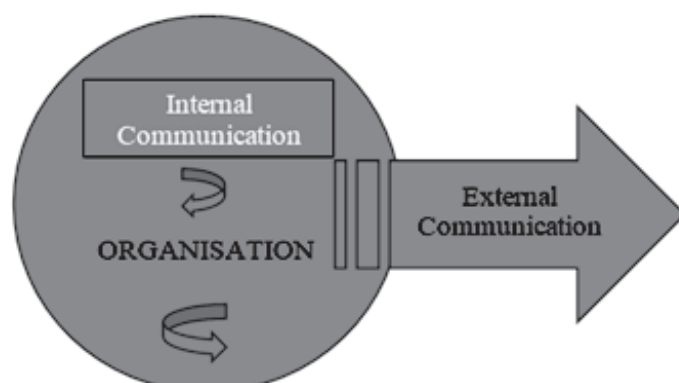
Any business's ability to communicate effectively and efficiently is a major factor in its success. It occurs between different employees, management and employees, service providers and consumers, business organisations and media etc. It also occurs between business entities, in markets and market places, within organisations and between various groups of customers.

Such communication has an effect on business. When done carefully, such communication can advance commercial objectives. If not, it will reflect poorly on the company and could harm business interests. Any organization's communication is its lifeblood.

1.4.2 Internal and External Communication

In an organisation, there can be two types of communication:

- (i) Internal Communication
- (ii) External Communication



Internal communication is the exchange of information among individuals within an organisation for various official purposes. They do this to collaborate and achieve their shared objectives. It might be authorised or prohibited. Face-to-face and written communication are both forms of internal communication. Examples of internal communication include memos, reports, office orders, circulars, faxes, video conferencing, meetings, etc. There are also times when the organisation has to communicate with the outside world to function towards fulfilling its objectives. Any exchange of information between members of an organisation and anyone outside the organisation is known as an **External communication**. For example, these people could be clients or consumers, dealers or distributors, the media, the government, or the broader public.

1.4.3 Formal and Informal Communication

In an organisation, we communicate for different purposes. These purposes may be professional or personal, but irrespective of the purpose, the idea is to achieve the organisational goals. To arrange a meeting or to pursue a client, for all these official purposes, there's a formal communication that is made among the colleagues. Whereas, it might be that some of the colleagues are also friends with each other. These colleagues may also talk informally to arrive at a particular time for the meeting.

Formal Communication

Formal communication is official communication that occurs through a chain of command. It travels through formally established channels and



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is concerned with work-related issues. All the members in an organisation are supposed to correspond with each other solely through the well-defined channels in the organisational structure.

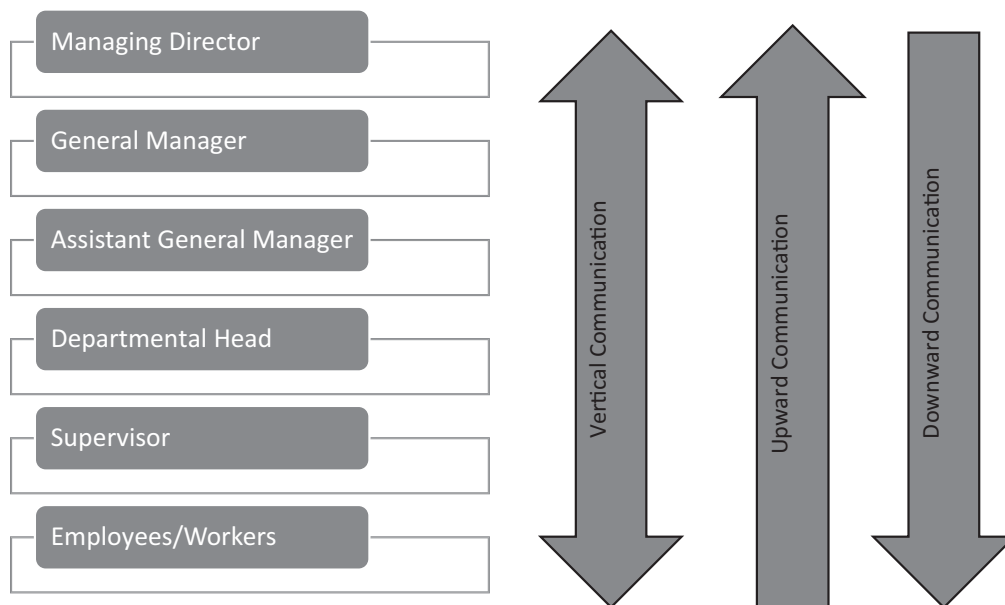
Formal communication is defined as information delivery through established channels or methods. It is also known as official communication. The primary purpose of this communication is to communicate appropriately and accurately provide information. This way of communication is considered effective because it saves time due to its structured flow of communication. Reports, job descriptions, work orders, sales and inventory information, and so on are examples of formal communication. The regulations are given more weight than the individual. It has a negative impact on interactions between superiors and subordinates.

All of these organisational communications happen according to the hierarchy/levels. As per the level, there are different categories of the people working in an organisation: Superior(s), Subordinate(S) & Peer(s). Superiors are the employees who have other people working under them. Their job is to instruct, guide, order etc. Subordinates are the employees who work under some superior(s). The work of the subordinates is to follow the instructions, submit reports and make suggestions, if any. Peers are the people working at the same level. The interaction among the peers is very important as it is very good for the coordination. Cooperation by discussion and furnishing each other any required data, makes it seem better in the natural way.

Formal communication is classified into three types: vertical communication, horizontal communication and diagonal communication.

1. Vertical Communication: It is the communication at different levels of an organisation. The message is either passed from the superior to a subordinate or from a subordinate to the superior. The flow of information in the Vertical communication can be categorised into Upward Communication.

(a) Upward Communication: It refers to the flow of messages from lower level members to the higher level members of an organisation. It progresses from subordinate(s) to superior(s). For example, the flow of information from a Department Head to the General Manager, Supervisor to the Department Head or a worker to the Supervisor. Opinions, ideas, proposals, complaints, grievances, appeals, reports, and so on are all part



of this communication. This is required to elicit employee participation and emotions.

It is critical because it provides feedback on the effectiveness of downward communication. Management can see how successfully people at lower levels of the organisation follow its policies, goals, and objectives. It keeps management informed of the task's progress and any performance challenges. Based on upward communication, management revises its strategy and policies and develops future goals.

(b) Downward Communication: Downward channels are employed in communication when messages are conveyed from superior(s) to subordinate(s) or from seniors to juniors. It follows the authority hierarchy of the organisation from top to bottom. The goals of communication are to provide information, orders, instructions, directives, raise morale, and issue warnings. All decisions made by top management are conveyed down the authority chain for implementation. This communication is quite beneficial for establishing work discipline.

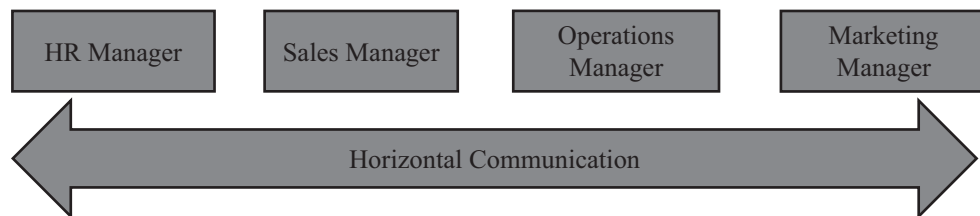
2. Horizontal Communication: Horizontal communication occurs when personnel of the same level or comparable rank communicate with one another. Horizontal communication occurs between two



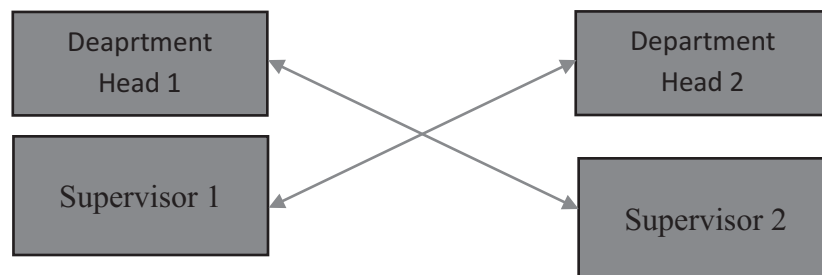
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marketing managers or two directors. This is required to foster member understanding and team spirit. It fosters cooperation. It can help you solve problems.

It usually refers to interdepartmental managers operating at the same organisational level or subordinates reporting to a single boss. It facilitates the exchange of information among members working at the same level in an organisation and also develops mutual understanding. Employees working at the same level are easily able to share information with each other and coordinate for the organisational activities, so as to prevent delay in any function. It is typically informal in nature. When one department head needs information from another department head, he/she usually contacts him/her directly. This sort of communication, however, can be either oral or written. It is also called sidewise or lateral communication.



3. Diagonal Communication: When the head or superior of one department communicates with the subordinate of the other department within an organisation, or vice versa; it is called Diagonal Communication. It is also called Cross-radial Communication. This is one of the most often used ways of communication in an organisation.



Informal Communication/Grapevine

In an organisation, there are also a lot of situations when formal communication is not required or does not serve the purpose. This communication



happens with the help of informal channels and this communication may or may not be related to organisational work.

On an organisational level, informal communication refers to free-flowing communication between subordinates and superiors. People/subordinates do not adhere to the organization's strict guidelines. People communicate freely and without restriction.

In Informal Communication, there's no hierarchy, rules or norms. It includes communication among friends or family members. It is quite adaptable as there's no rigidity or formality to inhibit the discussion. Another name for Informal Communication is Grapevine.

Informal communication penetrates the formal organisational structure. The informal channel of communication, sometimes known as the grapevine, is the outcome of social dynamics at action. The phrase grapevine originated during the American Civil War. At the period, intelligence telephone lines were haphazardly strung from tree to tree in the style of a grapevine, and the message thereon was frequently corrupted, therefore any gossip was said to originate from the grapevine. While formal communication exists to suit the organization's utilitarian needs, informal communication is the way by which people engage in social, non-programmed activities inside the system's formal bounds. As a result, it exists outside the official network while constantly engaging with it. This informal route is typically multifaceted, with the same person having social contacts with a number of others who work in the same organisation. This channel also meets the communication needs of the many individuals in the organisation, particularly those that freely mix with others and rely on informal ties. Informal communication is thus a need-fulfillment technique created when existing formal communication is determined to be inadequate or insufficient. The necessity for faster communication generates conditions for informal communication to supplement formal communication.

There are four types of informal communication channels: single strand, gossip, probability and cluster. Individuals communicate with other individuals in a single-strand network via intermediaries. An individual in a probability network connects with other individuals at random using the law of probability. The individual only communicates with people he/she trusts in the cluster network. The most prevalent of these informal



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networks is the cluster. The word rumour is sometimes used as a synonym for any informal communication, although there is a distinction between the two. Rumor is information passed down through the grapevine that is communicated without a secure standard of evidence. It is the erroneous and false part of the grapevine. Because it is usually inaccurate information, it is assumed to be the most unfavourable quality of grapevine. Rumors tend to alter from person to person because people's perceptions of interest and ambiguity vary. Through the process of elaboration and absorption, each person subtracts or adds something to the original message based on their interest.

In contrast, informal communication has several fundamental limits. It is also less ordered and static. Messages communicated through the informal channel might be so irregular that any action taken in response to them can lead to a bad scenario in the organisation. The carelessness of those interacting through the informal route is the most critical aspect in this scenario. Because the origin and direction of information flow are difficult to establish, it is difficult to assign blame for incorrect information or morale-lowering rumours. Furthermore, because each individual relaying the information may add, subtract, or amend the original message based on his or her motivation, informal communication issues proliferate. There is a potential that a communication will be utterly distorted by the time it completes a complex path.

Grapevine channels are extremely rapid and may easily reach a large number of individuals. People are interested in the lives of others, thus they prefer to exchange a lot of information about each other. However, half-truths, falsehoods, and negative information are sometimes communicated amongst each other. It can have an impact on employee morale [confidence]. It has the potential to tarnish a company's reputation. Grapevine communication spreads negativity. Managing Grapevine can thus be a significant difficulty for organisations. Good managers are always aware of who is involved in message distribution. Grapevine must be used for the benefit of the organisations. They might send favourable information about the companies, which can help to improve their image. Many steps can be made to avoid Grapevine channels. Some of the tactics include sending good messages and controlling those involved in the grapevine.



PRACTICE QUESTIONS

1. What is Organisational Communication?
2. Differentiate between: (i) Internal and External Communication; and (ii) Formal and Informal Communication

1.5 Language of Business Communication

In any organisation, there's a dire need to communicate using different channels and mediums. It depends on the work at hand.

Mostly, the language of the communication is Verbal or Non-Verbal.

Verbal Language includes the communication done with the help of words. If the communication is made by speaking, then it is Oral Communication and if it is done by writing, then it is known as Written Communication. Effective communication in an organisation involves the understanding and interpretation of words with which the message is conveyed.

Non-Verbal Language includes the communication done without the usage of words. It included signs, symbols and different body languages. Non-verbal language corresponds and adds meaning to the message conveyed with the Verbal Language.

Some examples of usage of non-verbal language and the influence it can have on communication success:

- ◆ **Face Expressions:** Facial emotions such as happiness, sadness, and anger can assist you convey your message. When you talk, pay attention to your facial expressions, especially when you listen, which is easy to overlook.
- ◆ **Gestures:** When you speak, a gesture can amplify your message. Nonverbal communication that makes your message understood includes pointing out something you want your audience to look at more closely. Such gestures as motioning lovingly toward a co-worker who merits particular praise or forming a fist to express annoyance or fury help to engage your audience when you speak.
- ◆ **Proximity:** The distance between you and your audience while you talk delivers a nonverbal message. If you are imposing in size and leave a very little barrier between yourself and your listener,



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your nonverbal message will most likely be frightening. Giving someone too much space, on the other hand, is an odd nonverbal communication that may mislead your listener.

- ◆ **Touch:** Shaking a member of the audience's hand or placing your hand on his shoulder is nonverbal indicators that can alter the success of your speech. Touch conveys affection, but it also conveys power. In reality, when women touch a listener, it's commonly considered that they're being friendly or expressing empathy, whereas when men touch a listener, it can be interpreted as indicating strength or even domination.
- ◆ **Eye Contact:** Maintaining eye contact with an audience while either communicating or listening conveys to the other person that you are interested and engaged in the conversation. Good eye contact frequently transmits to the other side the trait of honesty.
- ◆ **Physical Appearance:** Nonverbal communication includes your dress, hair, and jewellery. If you wear a dachshund pin on your lapel every morning (because you have a dachshund as a pet), it says something about you as a person. Similarly, the quality and condition of your clothing, how it fits, and whether or not it is appropriate for the season all say nonverbally about you as a communicator.

1.6 Cultural Components of Communication

Culture provides the context for our individual and collective behaviour. It encompasses the group's social beliefs, values, and customs. Speech, writing style, language, festivals, cuisines, and other features are unique to each group. It aids in the formation of our attitudes toward and perceptions of the world around us. Culture governs how we dress, what we eat, our kinship or family values, and our notions about ethics and morality. This also serves as the norm or baseline for appropriate behaviour among all members of a specific community, culture, or nationality. These 'unwritten norms' are typically passed down orally from generation to generation. It is critical to the operation of a firm. Each firm is operated by a team of individuals who come from a variety of ethnic backgrounds. They adhere to various beliefs, customs, and values. They might have an impact on the firm in both positive and negative ways. Work culture or corporate culture is a critical factor for the purposes of our research.



Corporate culture is defined as a distinct set of attitudes, experiences, beliefs, and values that are collectively agreed upon and shared by the members of a business. It defines the standards and policies that an organization's employees and stakeholders must follow.

Thus, corporate culture influences leadership styles, personnel concerns, professional growth assistance, employee morale, work conditions, work-leisure balance support, and, most crucially, the ease and regularity of internal communication. Some organisations, for example, have a 'closed-door', strictly hierarchical policy, and others have an open-door, interactive policy of communication in day-to-day operations.

1. Conventions: Conventions are the collection of customs that the majority of people follow. Arranged marriage, for example, is still practised in India today. The saree is a traditional Indian dress. In most nations, it is customary to identify a celebration with a specific type of food. Many families in the West urge their children to work part-time jobs such as newspaper delivery or serving at a fast food counter in order to become financially independent as early as possible. However, in India, the habit of financial dependency on parents has been accepted, but it is progressively becoming obsolete.

Anyone who does not conform to 'customary behaviour,' as occurs in multicultural cultures, is seen or seen as an 'outsider' by that particular group. Furthermore, this type of observation or interpretation brings with it a mental filter through which we may categorise people—their words and actions—according to our own value system.

People from different nations have their own behaviors and norms. Everyone who has a different cultural background has a different way to greet and make correspondences. No doubt, the world has become a global village with globalisation. The Internet and cable television have brought the world into our living rooms. Even though one is alone, one is no longer isolated. However, we may experience the world differently.

2. Perceptions: Perception is the process through which we become aware of changes through our senses of sight, hearing, and so on; it is also the act or power of perceiving. Perception can thus be defined as the ability to recognise the 'truth'—it is an interpretation or impression based on one's understanding of things.



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As a result, perceptions vary according to people's social training. At times, one may even have "set" opinions, framed by our experiences or the representations and projections of print, electronic, and Internet media. Consider the shift in print and electronic media representations of the modern Indian woman as a working lady wearing western clothes, using a laptop, and taking the time to attend a school function. As a result, rather than being considered as the ideal mother and wife, the Indian woman is now viewed as someone who can effectively balance the demands of job and family. Some males may regard this shift in roles as natural, but some women may perceive it as a traumatic transition. This perception is just as demanding on women as the previous one was; in fact, the 'performance pressure of perfection' has taken a tremendous toll in all domains.

For example, a senior's impression of a freshman in college, a small child's perception of the world, or a parent's assessment of her teenage daughter's language may provide us with opposing perspectives on concepts or events. The fresher is ignorant of the senior, but the child's universe may consist of his parents, siblings, toys, and a warm, comfortable environment called home. The parent may be horrified by her adolescent daughter's use of 'cool language,' which may be indecent or aggressive. Many of these pictures and perceptions lead to biased behaviour, which influences our expectations and behaviours.

Our own culture is transmitted to us through lived experience and the culture of others, we tend to prioritise our own systems of belief. This puts us at risk of stereotyping and ethnocentrism.

- 3. Stereotyping:** The term "stereotype" derives from the printing process. The printing plate is made from the mould of a movable type printing set. The figurative meaning is (of words or ideas) fixed in form; it is utilised and repeated indefinitely. Thus, a stereotype is a concept or image maintained by a group of individuals that is typically oversimplified and inaccurate since it is based on little information or knowledge.

Stereotypes can be about another group of people who have different religious or cultural beliefs, a career, a specific region of the world, or even the colour of one's skin or gender. Because of their unusual



appearance, attire, and language, girls from the North East are all referred to as Chinkis in Delhi. Unfortunately, they are considered like aliens in their own nation, with stereotypes such as “wealthy,” “out to have a good time,” and “not serious about studies.” This stereotyping breed’s suspicion among Delhi landlords, and authorities, like the police, easily ignore their allegations of harassment. Unfortunately, these girls attract more unwanted attention in public settings than other Delhi girls. Such behaviour should never be tolerated.

Many jokes and amusing tales are based on stereotypes; some of them are based on regional identities. People from small towns stereotype city-bred youth as pampered, selfish, opinionated, and devoid of principles. Some people in India experience mutual stereotyping based on language. Hindi speakers regard English as the language of the elite and wealthy, and hence regard English speakers as arrogant. For English speakers, Hindi speakers, or speakers of regional languages, they are labelled as ‘semi-literate,’ naive fools easily deceived by city-slickers. In every society, such preconceptions are quite hazardous.

Some Indians believe that all foreigners are rich and that it is “all right” to defraud them. Despite the fact that South India has four states and people speak six to seven different languages, everyone south of the Vindhyas is categorised as one. All are ‘Madrasis,’ all speak Tamil, and all eat idly, sambhar, and vada.

Using preconceptions to label individuals drastically limits one’s perception of others. Maintaining such views can be a significant hindrance to business ties and workplace discussions.

- 4. Ethnocentrism:** Aside from the risk of stereotyping, there is also the risk of ethnocentrism. In a multicultural workplace, intolerance of cultural values variations can lead to serious misunderstanding, if not communication breakdown. Ethnocentrism is the belief that one’s own culture group is superior and so should be prioritised above others. This substantially limits the other’s acceptability. It reduces variation to binary opposites: right-wrong, good-bad, and ours-theirs. Malayalees and Bengalis, for example, take pleasure in their intellectual superiority and may dismiss any non-Malayalees and non-Bengalis. Children educated in convent schools look down on, and at times mock, the language skills



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of those educated in public schools. In our global, multilingual society, there is even a hierarchy of professions and languages. Any media representative from a vernacular or regional language newspaper will attest to the difficulties they confront in interacting with their English-speaking colleagues from the metros. Ethnocentrism is responsible for these ‘discriminatory’ disparities. Throughout the world, ethnocentrism can be based on ethnicity, social status, or economic class. In India, the upper caste may marginalise the low caste. Cultural variations or deviations should not be criticised. Because these distinctions are imperceptible and can be ignored, they should not be permitted to cause conflict or misunderstanding. A person who is conscious of the differences in convention will regard this situation as reaching out across cultures—both are engaged in the same action of greeting each other. Cultural sensitivity allows you to recognise differences and diversity as an innate human need to reach out and connect, rather than as possible regions of conflict. Societies and people all throughout the world operate on the basis of certain fundamental human and societal ideals. For successful cultural communication, one must understand and accept ‘differences’ in norms and value systems, as well as perceive them from the appropriate perspective. When it comes to intercultural communication, India’s diversified and heterogeneous social fabric can be used as an example. Our civilization has been multicultural and multilingual from time immemorial. This diversity has been preserved by the attitude of social acceptance and integration. People from various backgrounds can be found working together without conflict or disagreement.

The issue of cross-cultural communication can be solved by being sensitive to the nonverbal and cultural components of communication. Because corporate communication is controlled by a specific objective, the routes of communication must be kept free of avoidable impediments.

- 5. Corporate Values and Corporate Culture:** Every organisation has its own set of core values that aid in its operation. These values are imprinted on the company’s image. Competent companies today uphold values such as integrity, honesty, openness and respect, accountability for commitments, prioritising customers and partners, and focusing on personal excellence and self-improvement. These management principles and beliefs describe how the organisation operates.



For employees, corporate culture influences the work environment, dress codes, social events, architecture, interior design, in-house facilities such as cafeterias, restrooms, and medical rooms, among other things. The organisational principles also reflect the company's attitude toward diversity management, equal opportunity, work-life balance ideals, and other benefits. These values indicate if the company is focused on customer satisfaction, brand image, trust building, professional advancement, or any other organisational purpose. Corporate culture addresses these concerns.

Multinational corporations and corporate houses are not only becoming more global in their view, but they are also redefining their social obligations. Changes are then both internal and external. Thus, the organization's corporate culture has responded to the modern demand for sensitivity to difference and diversity of origin, abilities, and values.

- 6. Cultural Shock:** Culture shock is how you react and feel when you are exposed to cultural cues that you are unfamiliar with. In our daily lives, each of us knows how to accomplish a plethora of activities in an incredibly effective manner on any given day. We can shower, dress, travel to college, take a coffee, go to the library, research and photocopy, print a paper, go to class, pick up a few groceries, and return home without having to think about any of these chores. We know when to j-walk without thinking about it. When someone runs into us, we know how to interpret their intentions: was it a risky collision, a rude gesture, or simply an accident? When someone yells at us, we know how to analyse the situation and react in a matter of seconds, whether it's out of rage, delight, or irritation.

All of these activities necessitate cultural awareness, and while visiting a new country, you must learn to recognise normal behaviour, decipher cultural cues, traverse new norms, and behave in a mature manner acceptable to that society. Your psyche suffers as a result of your lack of experience in the culture, and your reaction will be influenced by your knowledge of that culture, your ability to study others, and your willingness to accept this new/different (but not better or worse) way of doing things.



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The more nuanced the distinctions, the more difficult your work. It is easy for many students who have spent years studying a foreign language and cultural facts about a nation to accept that the “rules are different.” Those who travel to a nation where English is the native language, on the other hand, may be surprised to discover that cultural differences abound, and culture shock may be more acute as a result.

Cultural adjustment, according to experts, usually occurs in three stages:

The cultural newbie is in love with their new surroundings during the **honeymoon stage**. The host culture appears to be great. Every contact and experience in the host culture is new and intriguing.

In the second stage, reality sets in. The cultural newcomer begins to encounter challenges in the host culture during the **negotiating (or “slump”)** stage. They may compare the host culture to their own and pass harsh judgement on the new culture. They may suffer from severe mental discomfort and homesickness.

The newcomer begins to adapt to the new culture in step three, the **adjustment or realisation stage**. They begin to have a better grasp of the host culture and grow more competent at completing simple things such as grocery shopping and utilising public transit, and they begin to feel more at ease in the new culture.

The final stage of this model, stabilisation or adaptation, presupposes that the cultural newcomer has fully assimilated into the host culture. The cultural newcomer has completely assimilated into the host culture.

Culture shock is not caused by a single event. It is caused by encountering different ways of doing things, being cut off from cultural cues, having your own cultural values called into question, having the impression that rules are not adequately explained, and being expected to function with maximum skill without adequate knowledge of the rules.

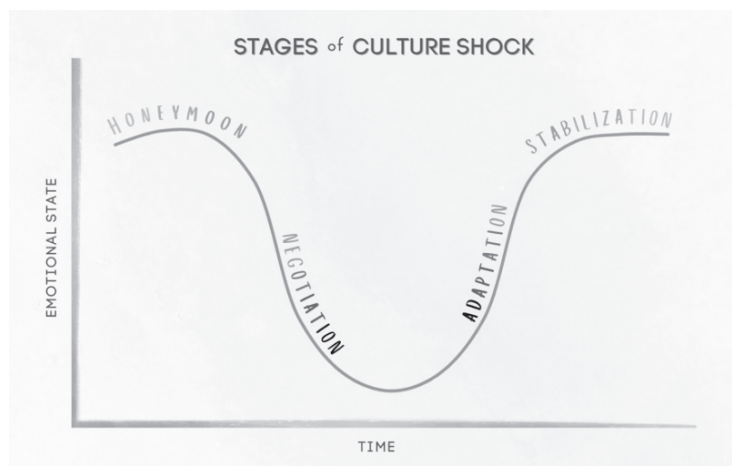
As a result, coping mechanisms include the following:

- ◆ Learn everything you can about your host country (preferably before you go, but once there depend on the host nationals to help).
- ◆ Discover rational explanations for cultural differences. Many have evolved over time for very precise reasons that are no longer obvious.
- ◆ Spend more time with your mentor, talk about your feelings, and share your experiences. Give concrete examples, describe how you



would handle a situation at home, and inquire as to what you might have missed in a particular experience.

- ◆ Believe in your ability to endure, cope, and have a pleasant experience. This belief in yourself that you have the passion and energy to learn about a new culture will inevitably pay off and make for an unforgettable experience.



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PRACTICE QUESTIONS

1. What is the significance of culture in Organisational Communication?
2. What is Cultural Shock?

1.7 Miscommunication

Miscommunication is defined as a failure to communicate effectively or the inability to express ideas or thoughts accurately. It is one of several communication impediments. It occurs when either of the interlocutors makes an error in communicating their thoughts or has a misinterpretation. The reasons for these shortcomings can vary, but they frequently result in confusion and irritation for both parties. Listeners misinterpret a miscommunicated message or term because they cannot grasp the speaker's genuine meaning. Miscommunication is one of the most common reasons of relationship breakdowns in our daily lives, as well as in business and professional



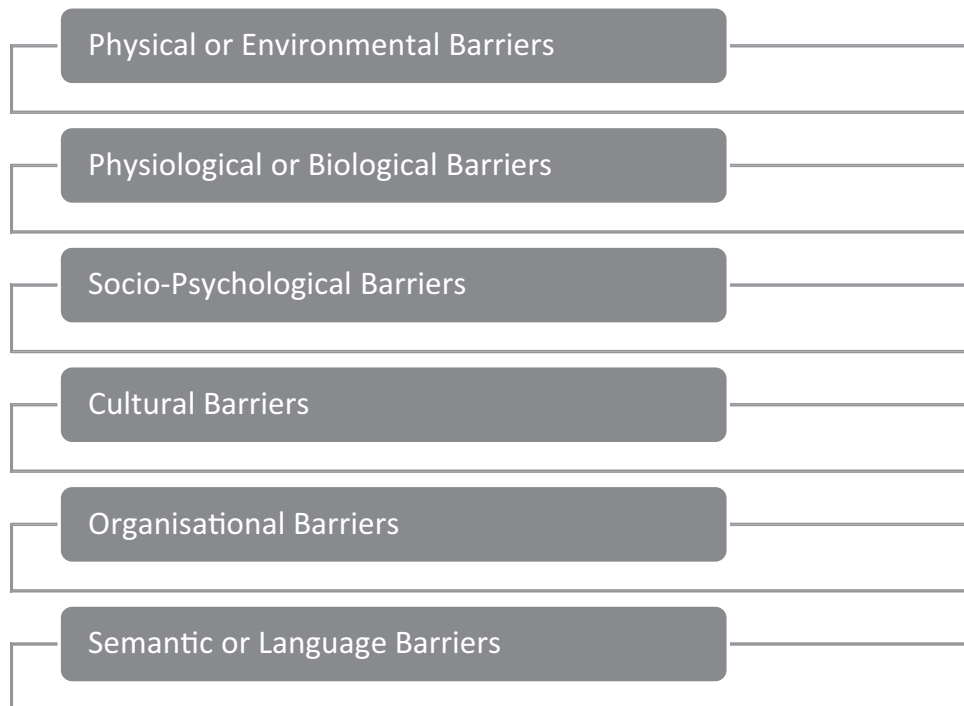
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contacts. A common instance of misunderstanding is when an employee misinterprets a to-do list. It can also occur when a client misinterprets a policy. It can occasionally cause a cascade effect, opening the door to conflict and other concerns. It is essentially defined as a divergence in the views of both parties, which leads to conflicting opinions and conclusions.

1.7.1 Barriers to Communication

Any sort of communication is considered successful only when the receiver understands and interprets the message, as the sender intended. Not all forms of communication, however, are ideal or successful. Many times, some meaning or part of the message is lost due to certain barriers to the communication process between sender and receiver. These obstructions in the communication can occur at any stage. This is what we call Misunderstanding.

Some of the common problems that lead to communication failure are noise, wrong medium, complex subject matter, semantic issues, personal prejudices/biasedness, cultural differences, poor retention, selective/insulated listening, conflict of goal and so on.





1. Physical or Environmental Barriers: Physical barriers are those produced by technological defects in communication media and/or disturbances in the surrounding environment. The term “noise” is occasionally used as a catch-all term to refer to all physical barriers. However, in its literal sense, noise is one of the factors that contribute to physical barriers during the communication process. Aside from noise, bad media selection, a lack of acoustics, poor lighting, frequent hand movements, fumbling with a pen, or even pouring tea during a crucial conversation, all contribute to physical barriers in the communication.

Factors causing Physical Barriers are:

(a) Noise: The first big impediment to communication is noise. Communication is hampered by noise at the transmission level. The definition of “noise” in the context of communication originates from physics. In physics, noise is described as “a disturbance, especially a random and persistent disturbance, that obscures or reduces the clarity of a signal.” As seen in the field of computer science, the term “noise” now refers to “irrelevant or meaningless data.”

As an example: Road noise in the vicinity of a college disrupts the flow of information between the professor and the students. It makes verbal communication difficult.

Similarly, when talking on the phone or watching television, a poor signal or static distorts and disrupts communication. Weather conditions can potentially disrupt signal transmission and cause communication links to fail.

As previously stated, noise includes not only the disruption of sound signals, but also any barriers that may arise throughout any of the several stages of communication. It refers to semantic barriers, perceptual obstacles, and psychological barriers in general.

(b) Distance and Time: Distance and Time also hamper the free flow of communication. We now have faster ways of communicating thanks to technological advancements that the world seems small. However, due to unavailability or technical/technological challenges, these channels of communication may not always



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be freely accessible. This could cause a physical as well as a communication gap between the sender and the receiver. If the seating arrangement in a seminar hall is not properly arranged then it may be difficult for the speaker to maintain eye contact with the receiver. When the receiver is far from the sender, then it gets very difficult for the sender to make his/her information comprehensible to the receiver. For example: You can't communicate with your friend in a mall, without any device, if he/she is on another floor and at a good distance.

Time variations can make communication between people living in different countries difficult. Even co-workers on different shifts within the same company may struggle to interact effectively.

(c) Inappropriate Medium Selection: If one uses inappropriate medium for communication, it impedes the effective communication. For instance, should a specialist employ visual aids such as diagrams, charts, or PowerPoint presentations to acquaint uneducated employees or volunteers with novel methods of operation, it is improbable that these individuals will successfully discern the pertinent information or directives from such advanced displays.

(d) Surroundings: The environment really matters when people communicate with each other. If the surrounding conditions are unfavourable like extreme weather condition; it may cause discomfort to the sender(s)/ receiver(s)/ both. It may also impact the concentration of the communicators and as a result lead to miscommunication.

Physical barriers are less difficult to overcome. The use of loudspeakers and microphones helps break through noise and distance barriers in busy settings such as railway stations, bus stop or market place. Physical barriers on the highways are removed by the different non-verbal signs/symbols and other visual communications. Technological innovation has aided in the reduction of communication gaps caused by time and location. If the technological instruments fail, an alternate arrangement can be made. A backup plan aids in resolving any snags.



2. Physiological or Biological Barriers: Physiological barriers are associated with a person's health and fitness. These can occur as a result of infirmities that affect the sender's or receiver's physical capability- poor eyesight, hearing, uncontrolled body motions, and so forth.

Physical flaws in one's physique might also interfere with communication. During communication, an individual relies on their vocal apparatus to generate spoken language, hands and fingers for writing and gesturing, ears to perceive auditory messages, and eyes to recognize written text. Effective communication necessitates the seamless operation of these diverse bodily components. If any of these organs are impaired, accomplishing successful communication becomes a formidable challenge. For example: Speaking can be hampered by stammering, fumbling, utterance of incorrect sounds due to a damaged vocal organ/s, and so on.

Physical Barriers can't be easily overcome as it occurs mostly because of natural factors. Yet, it can be managed with certain external aids and practice. In case of any of the two, either sender(s) or receiver(s) is affected with the Physiological barriers, the other person(s) can be a great help in making them build confidence to communicate or may try to figure out things by their own, too, with the limited gesture(s) or expression(s) of the affected person.

3. Social and Psychological Barriers: Psyche is Greek for the word "mind." In the mind, psychological boundaries are formed. Communication is a mental activity with the goal of creating and understanding. However, the human mind is complicated, and not every communication results in comprehension. There are various types of psychological barriers that can obstruct understanding.

(a) Emotions: One of the most common psychological impediments to communication is emotion. The feeling may be related to the communication received, or it may be present in the sender's or receiver's thoughts prior to the communication. It serves as a barrier in both circumstances. Emotions can be positive, such as happiness and joy, or negative, such as fear, rage, mistrust,



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and so on. Positive and negative emotions both operate as barriers if they are not controlled. Extreme emotions such as elation, enthusiasm, wrath, stress, depression, and so on can also obstruct efficient communication. All of these elements can lead to biases in the sender's or receiver's mind.

For example: If your colleague is stressed due to some personal issues, there are chances that he/she might not be attentive in meeting, hence, he/she will not be able to contribute much to the meeting.

Emotional/Perceptual Barriers are formed by people's sentiments. If the receiver doesn't welcome and examine the receiver's information objectively, the evaluation of the communication will be full of his/her prejudices/emotions. This may also lead to misinterpretation. It may also hinder the encoding process.

Over eagerness on the sender's part may render him/her to add unnecessary meaning(s) to the messages.

Indolence, apathy, or proclivity to postpone, whether on the part of the sender or recipient, can also result in withholding some critical information, hence, creating a barrier.

(b) Prejudice: A prejudice is an opinion held by a person that has no rational or valid basis. It can be for or against something or someone, but it constitutes a barrier to effective communication. Prejudices stem from ignorance and a lack of information, such as prejudices towards specific communities or groups of individuals.

(c) Halo Effect: Halo effect is the tendency of a cognitive bias wherein the positive responses of a person, product or company in one domain is considered to be the determinant factor for its impression in other domains as well. There is a great influence of the prior impression.

Our reactions to others are not always balanced or objective; they might be intense. We either like someone so much that we see no flaws in her/him, or we despise someone so much



that we see nothing nice in her/him. In both circumstances, we make mistakes in judgement and fail to comprehend the individual.

- (d) Self-image or Various Perceptions:** Everyone has a mental image of himself/herself. He/she has a definite image of himself/herself. This is their self-image, or opinion of oneself. Because one's self-image is the result of one's genes, environment, and experiences, each person's self-image is unique and distinct from the others. Because we accept communication that is compatible with our self-image, self-image can be a barrier. We avoid or reject communication that contradicts our self-perception.
- (e) Closed Mind:** A closed mind is one that refuses to accept another person's concept or opinion on a subject because it differs from his own. Such people create an opinion on a subject and then refuse to listen to anyone who disagrees with them. A closed mentality may be the product of a previous event or simply habit. This psychological barrier is extremely tough to overcome.
- (f) Status:** This refers to a person's rank or position. It could be a matter of economic, social, or professional standing. Hierarchy produces variations in status in any organisation, and this is a common occurrence. Thus, status does not produce barriers in and of itself; nevertheless, when a person becomes overly conscious of his or her status, whether high or poor, status becomes a barrier. In a firm, for example, a senior executive who is overly concerned about his seniority will not communicate effectively with his subordinates and will refrain from providing them with necessary information. Similarly, if a junior is highly aware of his junior status, he would avoid communicating with his seniors even when it is absolutely required.
- (g) Inattention and Impatience:** The receiver may not pay attention to the sender's message at times, or he may be too impatient to hear it fully and properly.

This problem exists specifically with the passive listeners. This may be a significant barrier to the communication in a meeting or a workshop.



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For Example: If you are not listening to your boss when a discussion happens and later, if the boss expects you to do a particular task which you missed out because you were distracted at the time of discussion, it becomes a problem.

Such stumbling blocks are ubiquitous in spoken communication.

(h) Perception Distinction: In communication, people have to deal with two parts of reality: what they see and how they understand it. Our minds process words, symbols, and signs, giving them meaning based on our own views. Everyone has a unique mental filter, created by their experiences, emotions, knowledge, and perspective. This causes different people to understand the same word or symbol in their own way, using their personal filter.

Sometimes, these differences in understanding can cause communication problems and mix-ups. When people talk face-to-face, they can quickly clear up misunderstandings. However, in written communication, since there's often a delay in getting a response, it can be harder to fix misunderstandings. For example, it's common to say there are three sides to a story: your side, the other person's side, and what actually happened.

(i) Preconceived Notions/Premature Evaluation: At times, people have their own assumption about a person, situation or work. In this case, a good communication is not possible as the person sees each and every message through his/her own filter of perceptions.

People communicating with someone who has deeply rooted prejudices is quite difficult. He/she is not open to debate or new ideas, facts, points of view, or perspectives. He/she has a closed head and tends to react negatively, ruling out all communication options. As a result, an unreceptive mind can be a significant barrier to communication.

To overcome this barrier, people must be open to new ideas and learn to listen carefully and with an open mind.



Communication is an interpersonal activity. The participant(s) of a communication can also influence the accurate conveyance of a message. It may be caused due to personal barriers, arising out of a person's perception/premature evaluation of somebody. This may be due to the difference in age, education, interests, needs, intentions, job roles etc. It differs from person to person.

The hostile attitude of boss towards the subordinates might create a negative environment. For any organization, the communication between the superior(s) and subordinate(s) matter a lot.

- (j) Information Overload & Poor Retention:** Every person has different mental capacity to hold or process information. If a lot of information is communicated at once, it becomes very difficult for a person to understand or remember all of it.

Furthermore, information overload causes poor retention and data loss. As a result, whenever critical information must be communicated, communicators must use the textual channel of communication. We can conclude from the preceding discussion that socio-psychological factors have a substantial impact on communication efficacy.

Breaking over Psychological Barriers:

- (i) Maintain a flexible and open-minded approach.
- (ii) You must focus on developing listening skills/abilities.
- (iii) You should get yourself exposed to various environments and points of view.
- (iv) You must be empathetic while listening to others as it helps you to be more adaptable towards the perception of others.

It is difficult to overcome, as they are difficult to identify and even more difficult to address. Even these can be avoided or reduced by adopting a flexible and open-minded attitude. The



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ultimate aim is to build bridges of understanding between people – that is the main aim of communication. Training oneself to listen to different views and exposing oneself to different environments help in broadening one's outlook and cultivating tolerance to multiple views. Teaching oneself to listen with empathy helps in making oneself more open to others' perceptions. While dealing with psychological or cross-cultural barriers the sender should make it a point to– (i) Use language that is politically neutral and correct; (ii) Present views in simple and objective manner; (iii) Focus on the goal of communication.

- 4. Cultural Barriers:** Cultural differences complicate message encoding and decoding not only because of language differences, but also because of a myriad of culture-specific assumptions at work in both the sender's and the recipient's minds.

People from different cultures may understand words, symbols, gestures, and actions in their own ways, based on their beliefs, customs, and behaviors. They might also see each other's social values, body language, personal space, and manners differently. Cultural barriers can happen when people from one culture want to keep their own identity and sometimes think that other cultures are not as good as theirs.

- 5. Organisational Barriers:** The flow of information inside a company is heavily influenced by organisational structure.

(a) Goal Disagreements: Within the organisation, there may be goal conflicts between supervisors and subordinates, between persons working in different areas, among co-workers, and so on. This can lead to a hostile environment within the organisation and major communication breakdowns.

(b) Policies of the Organization: These are also largely responsible for determining the type of rapport that employees in the same organisation have with one another. Communication will be unsuccessful if organisational policy hinders the free flow of information in all directions. Some firms may have policies that restrict the flow of specific messages, which may discourage employees from communicating those messages, no matter how critical they are.



(c) In organizations with an open-door policy, employees feel at ease approaching their superiors directly. Conversely, in establishments that enforce strict adherence to formal communication channels, the relationship between supervisors and subordinates can become strained. Their interactions may be marked by discomfort, potentially hindering the achievement of communication objectives.

(d) **Organizational Structure:** The organizational hierarchy can also obstruct the seamless transmission of information, resulting in delays in decision-making. As a message traverses the organizational chain of command, it is susceptible to alterations and distortions at almost every stage prior to arriving at its intended destination. Consequently, the hierarchical structure of an organization constitutes a key factor that may pose a challenge to effective communication.

6. Semantic or Language Barriers: The systematic study of the meaning of a word, phrase or sentence is known as semantics. Semantic barriers represent linguistic impediments. These issues emerge during the process of encoding and/or decoding communication into words and concepts. Ambiguous words and symbols can complicate both oral and written communication. Words may possess diverse meanings in different contexts. If the listener is unfamiliar with the context, they might interpret the words according to their own understanding, potentially leading to a misinterpretation of the message.

The following are the most common semantic barriers:

(a) **Word Misinterpretation:** Semantic challenges frequently arise from a discrepancy between the sender's intended message and the receiver's understanding. This occurs when the receiver decodes the word or symbol in a manner different from the sender's intention. Words can have a variety of meanings depending on how they are used, or in what context they are used. The relationship between the word/symbol and the meaning to which it is assigned is arbitrary.

For example, the term 'yellow' might have numerous implications depending on how it is used. Words can have two meanings: literal (descriptive) and metaphorical (qualitative). 'Yellow',



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in addition to being a main colour, also represents ‘freshness,’ ‘beauty,’ ‘sickness,’ ‘decay,’ and so on. As a result, based on his or her own imagination and experience, the recipient can interpret it in any of these ways. However, for optimal communication, the receiver must attach the same meaning to the message that the sender had in mind when encoding it. As a result, the risk of message misinterpretation is always present. Such problems typically arise when the sender fails to use clear and straightforward terms to express the exact concept to the receiver.

- (b) Use of Technical Terms:** There are technical terms of certain fields which people working in that field, often use in their communication, even when the recipient(s) do not have sufficient knowledge of those technical terms. These technical terms are also called Jargons. For instance, in photography, the term “bokeh” refers to the aesthetic quality of the blur in out-of-focus areas of an image. To an ordinary person, the word “bokeh” may hold little or no meaning, potentially leading to confusion.
- (c) Vagueness:** Vagueness arises when the sender and receiver of a message ascribe distinct interpretations to identical words or employ varying terminology to convey the same idea. Inadequate and conjectural assumptions may further exacerbate the vagueness. Often, a sender presumes that their audience will share their perspective, hold similar stances on matters, and decode the message in a manner consistent with their own understanding. However, such assumptions might be erroneous, leading to a communication breakdown.

PRACTICE QUESTIONS

1. What is Miscommunication?
2. What can be the different causes of miscommunication?

1.8 Effective Communication

“An administrator has no greater responsibility than to develop effective communication.”
—(Pauley, 2010)

One is not born with the ability to read, write, listen or speak. It is with the observation, experience, learning and practice that an individual starts



communicating. Communication is vital in all aspects of life, including business, careers, academics, and personal relationships. It serves as the connecting force among individuals, fostering team building, enabling change, and driving outcomes. Effective communication is the cornerstone of a thriving organization and a crucial element in establishing connections. Utilizing efficient communication techniques helps develop and nurture relationships, while the inability to articulate oneself may lead to being overlooked or misunderstood. Ultimately, effective communication plays a significant role in achieving set objectives, with the success of communication largely reliant on the skills of both the sender and the receiver.

Every organization requires a robust communication network to operate successfully and accomplish its goals. The prosperity of a company is directly related to its capacity to communicate efficiently and convince clients of the value it offers. In this regard, managers must possess strong communication skills to perform their duties effectively. Likewise, students need to develop solid communication skills to engage with teachers, peers, excel in interviews, and deliver impactful presentations.

In addition to the professional realm, effective communication is crucial in personal relationships, as it fosters understanding, trust, and emotional connections among individuals. By actively listening, empathizing, and responding with clarity, people can navigate complex situations, resolve conflicts, and create lasting bonds. Furthermore, communication skills are essential in today's digitally connected world, where individuals must effectively convey their thoughts and ideas across various platforms and mediums, such as social media, blogs, and podcasts.

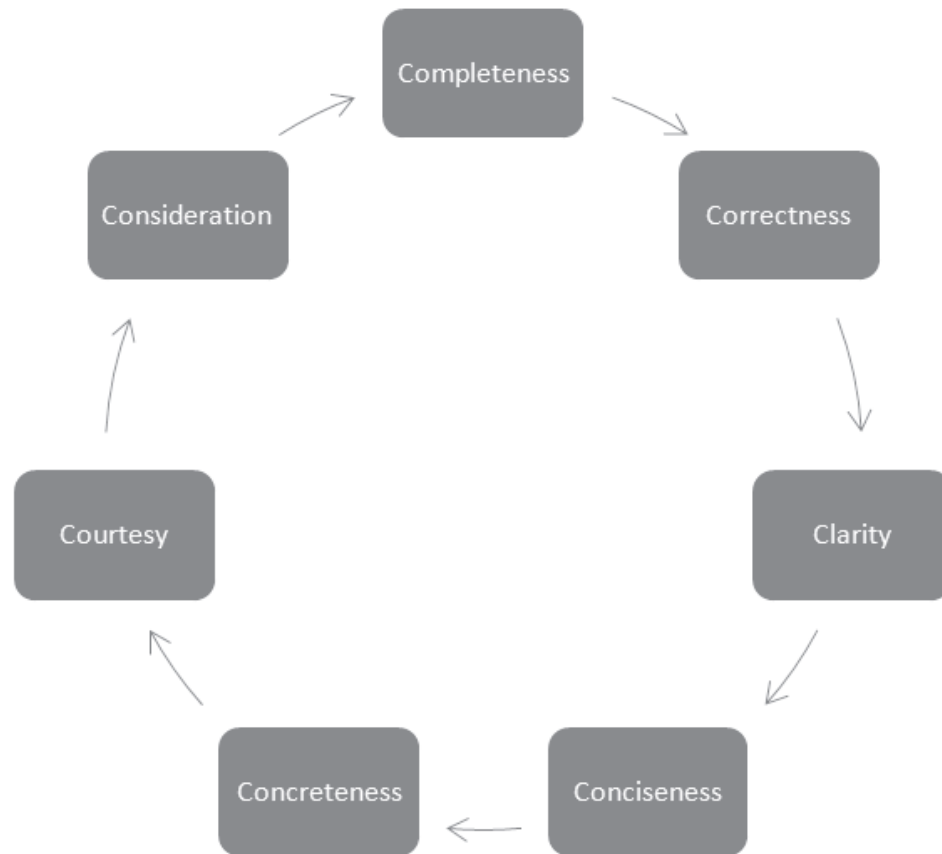
As society continues to evolve and become increasingly interconnected, honing effective communication skills remains a critical aspect of personal and professional success, paving the way for meaningful connections, collaboration, and progress.

1.8.1 7C's of Communication

Murphy and Hildebrandt (1991) proposed 7 C's of Communication that ensure effective communication. These C's are a must for an effective communication, irrespective of the different forms, modes or channels of communication one employs.



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(a) Courtesy: Courtesy is a crucial characteristic of communication process. You should always be gracious and respectful towards others in whatever way one communicates. It develops a sense of goodwill and faith between the sender(s) and the receiver(s). One must be respectful, grateful, tactful, appreciative and tactful to have courtesy in communication.

- ◆ Don't use any words or expressions that irritates, hurts or make the receiver feel inferior.
- ◆ Avoid being blunt in your way of communication, as it makes you discourteous towards the other person.
- ◆ Appreciate and be thoughtful the receiver.
- ◆ Respect the other person's opinion.
- ◆ Have regard to the other person's efforts.
- ◆ You must be gracious and avoid any discriminatory words.



For Example:

(i) A: “I don’t think you can complete this work on time, as you seem to be occupied these days. Do it on time otherwise, you’ll have to repeat the whole course work.”

B: “You seem to be quite tied up these days. I think you should focus more and try to finish the work on time to avoid repeating the course work. Manage your time and finish it soon.”

(ii) A: Hey, B! I just got to know about your approval of transfer request to the new city. Why didn’t you tell us anything about it earlier? Anyway, my best regards to you and your family.

B: Hey! Congratulations on the approval of your much-awaited transfer request. You certainly took us by surprise with this news. I wish you success for the future and send my regards to your family.

In both the above examples, the dialogues by ‘B’ are more courteous than that of ‘A’.

(b) Consideration: One of the most important aspects of communication is to communicate with someone in a way in which you’d want somebody to communicate with you. You should keep the receiver in your mind while thinking about encoding the message. To be considerate, you have ‘You-attitude’ in your communication, instead of ‘I’ or ‘We-attitude’. You should be open to understanding the mental and emotional state of the receiver, and emphasise on pleasant thoughts. Your message must seem for the benefit of the receiver. You should be positive, hopeful and optimistic in your approach.

- ◆ You should keep in mind the nature and needs of the receiver(s).
- ◆ You must sound positive in your communication.
- ◆ The message must seem to be in accordance to the interests and benefits of the receiver(s).
- ◆ You should try not to harm the sentiments of the other person and make sure that their dignity is maintained.



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For Example:

(i) A: I find it my pleasure to tell you that we will be opening our shop on weekends, too. (We-attitude)

B: You'll be delighted to know that you'll now be able to shop with us, even at weekends. (You-attitude)

(ii) A: You'll be glad to know that we are now offering our services from 6:00 pm – 8:00 pm, each weekday.

B: You can utilise our services from 6:00 pm to 8:00 pm, wherein, there'll be more individual attention of the staff and you'll also get 10% discount.

In (i), you can see that when we have 'We-attitude' in our communication, it is centred towards the sender. And when we have 'You-attitude', it is centred around the audience.

In (ii), you can see that the dialogue by 'B' sounds to be in favour of the audience, hence, more considerate towards the audience than the dialogue of A.

(c) Completeness: In communication, completeness means that the message encoded by the sender must contain all the information required to get the desired response. A complete communication contains all of the information needed by the receiver. The receiver's reaction to an incomplete communication is usually negative. If the message is not complete, it means that the sender must have been careless or negligent somewhere.

To make your communication complete, make sure that your message has five W's (what, when, where, why, who) and one H (how). You must provide all the necessary details in your message and in a way that it answers all the questions asked.

- ◆ Message must answer all the questions asked by the receiver.
- ◆ Some extra information can also be incorporated, if required.
- ◆ All the necessary details must be provided.

For Example:

(i) To make reservations at a hotel for some event, ensure to specify the accommodation required (what), place (where),



organiser (who), time/date/both (when), event (why) and other details, including the procedure (How).

- (ii) If you have to put up a notice for an excursion trip organized by the organisation, you should mention all the five W's and one 'H'. – "All the employees are hereby informed that an excursion to trip to Lohagarh farms is getting organised at Gurugram on 27 January 2023, for all to develop interpersonal relations with each other and have some fun time. We'll be going in a bus. It will pick you up at 9 am from the office premises. Make sure to wear comfortable attire for doing activities there."
- (d) **Correctness:** As a sender, you must know the background and level of knowledge of the receiver, while encoding. The communication becomes quite easy if the sender has an extensive knowledge of the person who receives the message and decodes it. You must ensure to use the language of communication in the correct form (verbal/non-verbal).

You should use correct grammar, pronunciation, capitalisation, spelling, punctuation, pauses, word stress, body language and paralanguage. It is not only the way of delivery that should have correctness, but also what you deliver; i.e. your message should be factually and figuratively accurate.

- (e) **Clarity:** The soul of any message is its clarity. It refers to the accuracy in the transfer of message from the sender's end to the receiver's end. As a sender, you must have a clarity of thought and clarity of expression even before you actually communicate, only then you can communicate a clear message. The sender must be sure of what to convey and how to convey his/her ideas, before actually conveying it. One must try to use simple language. Colloquial terms, lingos or unnecessary usage of heavy jargons must be avoided.

- ◆ You must use short and familiar words/terms.
For Example: Use 'after' in place of subsequent; use 'home' in place of 'abode' or 'domicile' or use 'invoice' in place of 'statement of payment'.
- ◆ Keeping your sentences crisp and simple, yet meaningful and complete adds to the clarity of the message.



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- ◆ The information must be easy to listen and read.
- ◆ Messages become more comprehensible with certain. Illustrations.

(f) Conciseness: A message should have brevity. In the communication process, if you don't beat around the bush and talk relevantly; it will save the time of sender and the receiver. To do this, you can avoid repetition of words or phrases and word expressions. Your goal should be to keep the message concise without compromising the completeness of the message. You should also be careful to not make your message sound discourteous while making it brief.

For Example:

(i) We are brimmed with gratitude for all the services you provided to us, due to which we could successfully complete our work on time. (WORDY)

We are thankful for your services, because of which we could complete our work on time. (CONCISE)

(ii) University of Delhi signed a Memorandum of Understanding with the British Council for ESL courses to be launched in its various colleges. (WORDY)

DU signed an MOU with the British Council for ESL courses to be launched in various colleges. (CONCISE)

- ◆ You should communicate with relevance and specificity.
- ◆ You must avoid wordy expressions.
- ◆ Do not repeat any word/term/phrase/sentence unnecessarily.
- ◆ If some information is obvious with the message, refrain from including it in the message.
- ◆ Avoid long introductions.
- ◆ Stick to the purpose of the message.

(g) Concreteness: Concreteness means to be vivid, meaningful, clear, specific and definite rather than being general, obscured and vague. As a sender, you must convey your thoughts and ideas in such a way that it creates an image in the mind of the receiver. A good communicator always uses specific facts and figures.



For Example:

(i) Sales increased by 15%. (NOT CONCRETE)

The sales of our products increased by 15% to the previous financial year. (CONCRETE)

(ii) The courier must be sent by you. (NOT CONCRETE)

You must send the letter. (CONCRETE)

- ◆ Try avoiding words that make your message seem vague or general.
- ◆ Use words which creates a vivid image in the mind of the receiver.
- ◆ Form your sentences in Active Voice and not in Passive Voice.
- ◆ Use figurative/expressive language.

PRACTICE QUESTIONS

1. Why is Effective Communication significant in a professional setup?
2. What all can you do to make your communication effective?

1.9 Summary

- ◆ Communication is inevitable to the existence of mankind. From the time of our birth to the death bed, we keep communicating in one way or the other. Our mental state and psychology also become a factor in navigating the communication we have with people; and the way we communicate also conditions our mind and psyche.
- ◆ The word ‘Communication’ in English is derived from the Latin “Communicare,” which means to impart, participate in, or convey. With time, the English language evolved and so did the meaning of the word ‘communication’. The word was extended to the sharing or imparting of intangible things, too.
- ◆ According to Oxford English Dictionary, “Communication is the *transmission or exchange of information, knowledge, or ideas, by means of speech, writing, mechanical or electronic media.*” (OED, 2019).



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- ◆ Keith Davis defines Communication as “*the process of passing information and understanding from one person to another.*”
- ◆ Business Communication comprises all the exchanges or sharing of ideas, experiences, viewpoints, news and other deliverances made related to any business or towards fulfilling the organisational goals. Marketing, public relations, customer service, corporate and interpersonal communication are just a few examples of the various areas of business communication.
- ◆ W.H. Business Communication is exchanging business-related different views, ideas, and news within the related parties.
- ◆ Communication is the means of exchanging information, such as organisational goals, plans employed to attain those goals, policies, rules & regulations, and other minor specifics. The term “organisational communication” refers to the channels and modes of communication that entities like businesses, non-profit organisations, and governmental bodies use.
- ◆ Communication is used to guide, direct and instruct employees in an organisation. In an organisation, communication serves the objective of informing a group or individual about a certain work, business policies and processes, etc. A tool for evaluating an individual’s or a team’s contribution to the organisation is communication. Any business’s ability to communicate effectively and efficiently is a major factor in its success. An order may be a request order, an implied order, or a common order. It occurs between different groups of employees, owners and employees, buyers and sellers, service providers and customers.
- ◆ In an organisation, we communicate for different purposes. These purposes may be professional or personal, but irrespective of the purpose, the idea is to achieve the organisational goals. There are also times when the organisation has to communicate with the outside world to function towards fulfilling its objectives. Communication is the flow of information from lower levels of authority to higher levels. The message is either passed from the superior to a subordinate or from a subordinate to the superior. Formal communication is classified into three types: vertical communication, horizontal communication and diagonal communication. Communication is



one of the most important tools in running an organisation. It keeps management aware of the progress of the task and the obstacles encountered in performance. The goals of communication are to provide information, orders, instructions, directives, raise morale, and issue warnings.

- ◆ Informal communication refers to free-flowing communication between subordinates and superiors. Talking with a friend or family member is an example of informal communication. Informal communication exists when people engage in social, non-programmed activities inside the system's formal bounds. There are four types of informal communication channels: single strand, chatter, likelihood, and cluster.
- ◆ Effective communication in an organisation involves understanding and interpretation of words with which the message is conveyed. Non-verbal communication that makes your message understood includes pointing out something you want your audience to look at more closely. Such gestures as making a fist to express annoyance or making eye contact can help engage your audience. If you are imposing in size and leave a very little barrier between yourself and your listener, your nonverbal message will most likely be frightening. Maintaining eye contact with an audience while either communicating or listening conveys to the other person that you are interested and engaged in the conversation.
- ◆ Culture is the group's social beliefs, values, and customs. These 'unwritten norms' are typically passed down orally from generation to generation. Work culture or corporate culture is a critical factor for the purposes of our research. It defines the standards and policies that an organization's employees and stakeholders must follow. Anyone who does not conform to 'customary behaviour,' as occurs in multicultural cultures, is seen or seen as an 'outsider' by that particular group. This type of observation or interpretation brings with it a mental filter through which we may categorise people according to our own value system.
- ◆ Our civilization has been multicultural and multilingual from time immemorial. For successful cultural communication, one must understand and accept 'differences' in norms and value systems.



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- ◆ Every organisation has its own set of core values that are imprinted on the company's image. Competent companies today uphold values such as integrity, honesty, openness and respect. These values indicate if the company is focused on customer satisfaction, brand image, trust building or any other organisational purpose.
- ◆ Culture shock may be more acute in countries where English is not the native language. While visiting a new country, you must learn to recognise normal behaviour and decipher cultural cues. Your psyche suffers as a result of your lack of experience in that society's norms. Culture shock is caused by encountering different ways of doing things, being cut off from cultural cues, and having your own cultural values called into question. As a result, coping mechanisms include the following: Learn everything you can about your host country (preferably before you go, but once there depend on the host nationals to help).
- ◆ Communication skills are essential to personal and professional success, and one must actively learn and practice them. Effective communication is vital for building relationships, achieving goals, and organizational success. The 7 C's of Communication, proposed by Murphy and Hildebrandt, serve as a guide to ensure effective communication. These C's include:
 - ◆ **Courtesy:** Be gracious and respectful to others, fostering goodwill and trust.
 - ◆ **Consideration:** Keep the receiver in mind and use a "You-attitude" rather than an "I" or "We-attitude."
 - ◆ **Completeness:** Ensure the message contains all necessary information, using the five W's (what, when, where, why, who) and one H (how).
 - ◆ **Correctness:** Understand the receiver's background and knowledge, using appropriate language.
 - ◆ **Clarity:** Achieve accurate message transfer by having clear thoughts and expressions.
 - ◆ **Conciseness:** Keep messages brief and relevant, without compromising completeness or courtesy.



- ◆ **Concreteness:** Be vivid, specific, and definite, using facts and figures to create a clear image for the receiver.

1.10 Self-Assessment Questions

1. How is communication significant to professional space?
2. A company ABC Pvt. Ltd. looks forward to hire supervisors and technical workers for the manufacturing of its new upcoming product. What all internal communication and external communication will take place in this regard?
3. Rohan and Ashish are managers in different departments of a company. They attend a meeting with other managers and seniors. Rohan is unwell on the day of meeting and he is not able to concentrate much. He misses out on certain important points made by other members during the meeting. He asks Ashish about the highlights of the meeting during the break.
 - (i) Do Rohan and Ashish communicate formally or informally or both?
 - (ii) Does informal communication aid in organisational activities? If yes, give one example from the above case to justify it.
 - (iii) Give examples of Vertical and Horizontal communication in the above case.
4. How can Diagonal Communication be helpful in an organisation in terms of time management and increasing efficiency of employees?
5. You are an employee working in an NGO. The top authorities of NGO send you to do a field work on the women who use sanitary pads in the villages of a particular district in Uttar Pradesh. You are required to report and present your observations/analysis before your seniors. What all languages can be used to do the same and how?
6. Can stereotyping and ethnocentrism affect an organisation's workspace and functioning? How? Give suitable examples.
7. During the Covid-19 pandemic period, your organisation started functioning in the online mode. All the meetings started happening on digital platforms like Webex/Zoom. At times, some experts from



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Germany also delivered training programs to the employees of the organization. You were sick for a whole week, due to which you couldn't work properly and also had to take leave. Due to some previous incidences in the organization, you thought that the top management would not approve your request for a week-long leave; still you applied for it. Long hours of training sessions and work pressure often used to fill you with anxiety on some days.

(i) Is there a possibility of miscommunication in the above case?

(ii) What are the possible barriers to communication in the above case and how can it affect you and the organization?

8. What role does Effective Communication play in the workspace?

9. As an HR manager, you have to come up with an advertisement of the vacancy of posts of content writers in your organisation. What all important details will you put in it? How will you ensure that the communication becomes effective? What all C's can you employ in it and how do you think it will make the communication effective?

10. These days, most of the organisations have started using digital platforms as a great tool in their working mechanism.

(i) If someone puts up a false complaint as a tweet by tagging your organisation's Twitter account. How can you be courteous in your response to that comment?

(ii) Correctness is important in making your communication effective. How is it relevant to the information that you put on the website of your organisation?

(iii) How is Clarity important in the product reviews available on the digital platforms?

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Listening Skills

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STRUCTURE

- 2.1 *Learning Objectives*
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2.1 Learning Objectives

- ◆ Developing your listening skills.
- ◆ To be a better observer and can be presentable in all the aspects of organisational activities.

2.2 Introduction

Are you an attentive listener? Listening skills are an essential aspect of effective communication. They enable individuals to comprehend and interpret verbal and nonverbal messages accurately, thereby facilitating mutual understanding and effective interactions. Good listening skills are crucial in a variety of situations, including personal relationships,



educational settings, and the workplace. Listening is a highly appreciated soft skill that all employers seek. After all, persons with this skill are more likely to comprehend jobs and projects, form strong bonds with co-workers, and solve difficulties and manage conflicts.

However, despite its importance, many individuals struggle with effective listening. Factors such as distractions, personal biases, and a lack of focus can impede one's ability to listen effectively. As a result, it is important to understand the key components of effective listening and to develop strategies to improve listening skills.

In this discussion, we will explore the various aspects of effective listening, including active listening, empathy, and avoiding distractions. We will also examine the benefits of good listening skills and strategies for improving listening abilities. By the end of this discussion, you should have a comprehensive understanding of the significance of listening skills and how to develop them to enhance communication and relationships.

2.3 Listening Skills

Effective listening is a critical component of effective communication. It encompasses not only hearing the sounds that are being made, but also actively engaging with the message being communicated, interpreting it, and providing an appropriate response. People with strong listening skills are able to understand and comprehend what they hear, allowing them to effectively engage in social and professional interactions.

In the workplace, effective listening is essential for gaining a thorough understanding of the needs, expectations, and preferences of stakeholders, including bosses, clients, customers, co-workers, subordinates, top management, board members, interviewers, and job prospects. Through active engagement with these stakeholders, individuals can build stronger relationships, improve their problem-solving skills, and absorb information more effectively.

In addition to its professional benefits, active listening also has the potential to enhance one's social skills and improve relationships by making others feel valued and heard. By developing and honing their listening abilities, individuals can improve their overall communication skills and become more effective in a variety of settings.



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Here are some instances of excellent workplace listening:

- ◆ During an interview, a job candidate presents her understanding of an obscure question and asks whether she is correct.
- ◆ When a candidate asserts a vital strength, an interviewer notes that she does not look her in the eyes.
- ◆ A customer service representative repeats a customer's concern or complaint to convince her that she has been heard.
- ◆ To encourage a client to continue talking about their horrific event, a counsellor nods and says, "I hear you."
- ◆ A meeting facilitator pushes a reluctant group member to express her thoughts on a proposal.
- ◆ An interviewer asks a follow-up question to get more information about how an applicant used a vital talent in a previous job.
- ◆ During a staff meeting, a manager recounts what her team has said and wonders if she has heard correctly.
- ◆ An employee restates the particular areas in which his supervisor requests that he improve at the end of a performance assessment.
- ◆ During a client encounter, a salesperson asks an open-ended inquiry such as, "What can I do to better serve you?" and encourages his counterpart to completely address any issues.
- ◆ A nurse tells a patient that she understands how nervous they are about their upcoming operation and that she is there for them.
- ◆ At a training session, an employee pays close attention to the speaker and asks clarifying questions about the information they are getting.

Strong listening skills are crucial at all organisational levels and will increase one's prospects of future advancement. However, depending on the career field, some soft and hard abilities may be more valuable than others.

2.3.1 *Issues with Listening*

- ◆ **Interrupting:** Interrupting suggests that your listening abilities are lacking. Similarly, failing to answer the question may reflect poorly on your listening skills, especially in a job interview. If you're unsure about a question, it's wiser to clarify rather than guess what the interviewer is asking.



- ◆ **Excessive Talking:** Talking too much is also an issue because proper conversations should be well balanced, with equal time for each person to speak. Monopolizing a conversation inhibits you from listening and prevents the other side from fully expressing themselves. In the end, you will leave a negative impression.
- ◆ **Being Side-tracked:** Distracted appearance is another sign of a poor listener. This might range from avoiding eye contact to checking your phone or watch while someone else is speaking.

2.3.2 Active Listening

Active listening allows you to better hear what the other person is saying and respond accordingly. The process of obtaining information from another person or group is known as active listening.

It entails paying attention to the discourse, refraining from interrupting, and taking the time to comprehend what the speaker is saying. The “active” component entails taking steps to elicit information that might not otherwise be shared.

Active listening is a skill that requires deliberate effort and practice to develop. It is not a natural inclination for most people, but with effort and dedication, it can be mastered. Active listening involves giving full attention to the words being spoken and processing the information without preconceived biases or judgments. This type of listening goes beyond simply hearing the words and requires an active engagement with the speaker and the message being communicated.

Mastering active listening requires a concerted effort to overcome distractions, avoid preconceived biases, and focus on the message being communicated. It takes time and practice to become an effective listener, but the benefits are numerous. Individuals who have developed strong active listening skills are able to understand and interpret information more accurately, build stronger relationships, and enhance their communication skills in both personal and professional settings.

Active listeners avoid interrupting at all times, summarise and repeat back what they have heard, and pay attention to body language to gain a deeper comprehension. Active listening is an important skill for every worker to learn. It allows you to properly comprehend what people are



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saying during conversations and meetings (and not just what you want to hear, or think you hear). Active listening is an especially beneficial strategy to practise during job interviews since it can assist you in developing a positive relationship with your interviewer. It, like critical thinking and problem-solving abilities, is a soft skill valued by employers. Using active listening tactics during job interviews can demonstrate to the interviewer how your interpersonal abilities can pull people out. It shifts your attention away from what is going on inside your thoughts and onto the demands of your prospective employer or interviewer. This strategy can make you feel less nervous during an interview.

By focusing your attention on the interviewer through active listening, you demonstrate that you:

- ◆ Are interested in the organization's accomplishments and difficulties
- ◆ Are willing to assist them in resolving work-related concerns
- ◆ Are you a team player, rather than a self-absorbed job candidate?

2.3.3 Get Started with Active Listening

To become a skilled active listener, it's essential to develop specific habits and techniques. Although mastering active listening requires time and effort, by following a few key guidelines, you can enhance your listening abilities and improve your communication skills in both personal and professional settings.

Here are some habits to cultivate for effective active listening:

- ◆ **Focus:** Pay close attention to the words being spoken, avoiding distractions and holding off on formulating a response until the speaker has finished.
- ◆ **Engagement:** Show that you are actively engaged in the conversation by maintaining eye contact and nodding occasionally to indicate your attention.
- ◆ **Respect:** Allow the speaker to finish speaking before asking questions and resist the temptation to interject with your own response.

By incorporating these habits into your listening practices, you can become more involved in conversations and make it easier for others to communicate with you. The significance of each habit may vary depending



on the situation, but overall, focusing on these principles can help you become a more effective active listener.

PRACTICE QUESTIONS

1. What are the key components of effective listening, and why are they important in various situations?
2. What are some common issues with listening, and how can they affect communication and relationships?
3. What is active listening, and why is it an important skill to develop?
4. What are some habits to cultivate for effective active listening, and how do they enhance communication?

Can you provide an example of active listening in a workplace setting and explain its benefits?

2.4 Netiquette

In the digital realm, understanding and following online etiquette is crucial, particularly in professional settings. Adhering to these customs and traditions helps maintain a positive and productive work environment, as well as fostering strong working relationships.

The word ‘Netiquette’ is a combination of two other words ‘Network’ and ‘Etiquette’. It comprises the etiquette(s) one must have in the cyberspace. Etiquette is defined as “the forms which are expected from anyone of a good breeding or prescribed by authority in social or official life.” We can also say that it is a set of guidelines for a good online behaviour.

Netiquette is very vital to any online communication. The basic principle you can follow is to stand in the other person’s shoes and do the things as you expect to be done with yourself. One thing we must keep in mind while communicating digitally is that apart from being just concerned about the computer screen, there is a human that exists on the other side. With the steady increase of the usage of electronic communication, certain standards of etiquette in electronic communications have gradually arisen. The existing propriety norms are referred to as “etiquette,”



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and they are not automatically implemented in the new communications environment - media.

Electronic mail and electronic communications networks are important and effective communication tools. E-mail communication is one of the most widely used electronic communication techniques. To avoid misinterpretation of the report on the part of the recipient, it is necessary to pay attention to both the writing and the content of e-mail messages. When you converse over mail, remember that you don't have the option of communicating your meaning through facial expressions, gestures, or tone of voice; words—lonely typed-words—are all you have. This same thing applies to the correspondent, too. One important aspect of online communication is being respectful and considerate of others' time. For instance, when sending emails, it is best to keep the message concise and to the point, while still providing all the necessary information. This ensures that recipients can quickly grasp the content and respond accordingly. Additionally, using a clear and informative subject line can help others prioritize and manage their inbox more effectively.

Another crucial aspect of online etiquette in professional settings is being aware of the appropriate communication channels. For example, instant messaging platforms like Slack or Microsoft Teams are typically used for quick questions and casual conversations, while emails are better suited for more formal communication or when sharing important documents. Knowing when to use each channel can help prevent misunderstandings and maintain a smooth flow of information within the team.

Navigating online work environments can be challenging at times, as there are often multiple channels for communication with colleagues and supervisors. Although regular check-ins with your team may be scheduled, the nature of hybrid and remote work requires a greater reliance on text-based communication. Unfortunately, this mode of communication lacks essential nonverbal cues, such as body language, tone, and facial expressions, which experts claim make up an astonishing 55% of all interpersonal communication. Indeed, our interactions involve much more than mere words.

In virtual meetings, it is essential to practice active listening and give your full attention to the speaker. This includes muting your microphone when not speaking, to minimize background noise, and using video when appropriate, to establish a more personal connection. Also, it is advisable



to be punctual for virtual meetings, just as you would for in-person meetings, to show respect for your colleagues' time.

It's easy to mistake your correspondent's meaning when you're having an online chat, whether it's an email exchange or a comment to a discussion group posting. It becomes very easy to forget that the correspondent at the other end is a real person, as well; with feelings similar to your own. It's truly ironic. Computer networks bring people together who might never meet otherwise. However, the impersonality of the media makes that meeting less—well, less personal. Humans exchanging emails frequently behave in the same way that some drivers do: They curse at other drivers, make obscene gestures, and act like savages in general. Most of them would never behave in such a manner at work or at home. However, the machine's interposition appears to make it acceptable. But, this is not acceptable. Yes, use your network connections to freely express yourself, discover weird new worlds, and boldly go where no one has gone before. But keep in mind that there are real human beings out there.

It is also crucial to consider whether you would say anything to yourself in the same way that you are considering speaking to the other person. When you communicate online, such as through email or discussion forums, your words are recorded. And chances are, they're stored somewhere you have no control over. In other words, they have a good chance of coming back to haunt you. You don't have to engage in criminal activity to be cautious. The receiver has the ability to save or forward any message you send. You have no control over where it goes.

Finally, remember to be empathetic and sensitive to cultural and personal differences when interacting with colleagues online. The global nature of many professional environments means that co-workers may come from diverse backgrounds, with varying customs and communication styles. Taking the time to learn about and respect these differences can lead to more effective collaboration and a stronger sense of community within the team. By being mindful of online etiquette in professional settings and practicing good communication habits, individuals can contribute to a more positive and productive work environment, while also nurturing valuable relationships with colleagues.

Norman Z. Shapiro and Robert H. Anderson, in their work 'Towards an Ethics and Etiquette for Electronic Mail' (1985) proposed basic guidelines



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of Net communication. According to them, the fundamental rules of Internet communication are as follows:

- ◆ Try to create single subject communications whenever possible.
- ◆ Never forget that any message you send is permanent.
- ◆ Have a model of your intended audience in mind.
- ◆ Keep the minimum number of recipients.
- ◆ Separate opinion from non-opinion, and clearly label it.
- ◆ Any emotion you wish to express in a message, label it, clearly.
- ◆ Level of formality has to be taken care of.
- ◆ One must identify oneself and one's affiliations clearly.
- ◆ You must check who you broadcast the information.
- ◆ Before criticizing any third party over internet, give them a chance to respond.

2.4.1 Five W's and Other Tips

Utilizing the 5 W's is an effective strategy for ensuring that your online conversations remain focused and relevant. By asking yourself the following questions, you can determine the most appropriate way to convey your message:

- ◆ Who needs to receive this information? Should it be directed to your manager, a specific colleague, or the entire team?
- ◆ What is the main purpose of this communication? Are you seeking clarification on a new process or product? Do you need to update your team or supervisor on a project's progress? Is the goal simply to touch base with everyone and discuss plans for the week?
- ◆ When should you expect a response to this message? Is the matter urgent? Do you need a reply beyond an acknowledgment of receipt? Will the response impact scheduled timelines or deadlines? What time of day is this person most likely to respond?
- ◆ Where is the most suitable platform for sending this message? Should you choose instant messaging, email, a phone call, or a video conference for this communication?
- ◆ Why is this specific communication important to you?



By reflecting on these questions before engaging in online conversations, you can ensure that your communication is clear, efficient, and appropriate for the professional setting. This approach helps maintain a productive work environment and promotes strong working relationships among colleagues. In addition to the 5 W's, it is important to consider other aspects of online communication to ensure your message is well-received and effective in a professional setting:

- ◆ **Tone and Language:** Choose the appropriate tone and language for your message. Maintain a professional and respectful tone, avoid using jargon or colloquialisms that may be unclear to others, and ensure your message is free from grammatical errors and typos.
- ◆ **Cultural Sensitivity:** Be aware of cultural differences when communicating with colleagues from diverse backgrounds. This includes considering time zone differences when scheduling meetings or expecting a response, and being mindful of language barriers that may affect comprehension.
- ◆ **Privacy and Confidentiality:** When sharing sensitive information, ensure you are using secure communication channels and only sharing the necessary details with relevant parties. Be mindful of privacy and confidentiality requirements, particularly when discussing clients or proprietary information.
- ◆ **Responsiveness:** Aim to be prompt and responsive in your online communications. Acknowledge receipt of messages, even if you cannot provide a detailed response immediately, and try to address inquiries and requests within a reasonable time frame.
- ◆ **Use of Visuals:** Including visuals, such as charts, diagrams, or infographics, can help clarify complex ideas and improve the overall effectiveness of your message. Ensure that any visuals you use are professional, relevant, and properly formatted.

By considering these additional factors in your online communication, you can further enhance the clarity and impact of your message, fostering a positive and productive work environment and promoting strong working relationships with colleagues.



2.4.2 Some Important Netiquettes

1. Ask for an Agenda: When you receive an invitation to a meeting without an agenda, it is good virtual meeting etiquette to politely decline and request one. Attending meetings without a clear purpose can feel like a waste of your valuable time. In a digital workplace, time is the most crucial resource. Allowing others to squander it makes you complicit in the process. Insist on receiving an agenda along with any materials for pre-reading or tasks to complete in preparation for the meeting.

Example: Imagine you receive an email invitation to a virtual meeting titled “Project Update.” There is no agenda attached, and it is unclear what the meeting’s specific focus will be. Instead of accepting the invitation as-is, you reply to the organizer, “Thank you for the invitation to the Project Update meeting. Can you please provide an agenda and any relevant materials to review beforehand? This will help me come better prepared to contribute effectively to the discussion.”

2. Come Prepared: Allocate time in your schedule to adequately prepare for the meeting. Read any provided materials and contribute your thoughts to the agenda. Share any additional topics you wish to discuss by sending notes ahead of time. Proactively engaging in the conversation from the beginning can contribute to a more productive and successful meeting.

Example: You review the offered materials, such as research data and recommended campaign concepts, before attending a virtual meeting regarding a new marketing strategy. You scribble down your views and questions about the approach, and you even provide new ideas to be considered during the meeting. You actively participate in the conversation and help drive the meeting’s success by preparing and presenting your opinions ahead of time.

3. Mentally Prepare for the Meeting: Think about how you attended meetings when working in a traditional office setting. You would pause your work, stand up, stretch, and gather your materials. You might walk past co-workers’ desks, grab a quick cup of coffee, and settle into a different room for the meeting. Practicing good virtual



meeting etiquette involves leaving behind the day's distractions and fully engaging in the conversation.

To replicate this experience when working from home or a co-working space, take a few minutes before the meeting to stand up, stretch, and grab a drink. Consider logging in from a different location, or even a different part of the same room. If visuals aren't necessary, go for a walk during the meeting. At the very least, dress appropriately for a professional setting. The goal is to shift your mindset from focused work to active engagement in the meeting. Changing your environment can help you stay engaged in the discussion, rather than multitasking or daydreaming.

Example: You've spent most of the day working on a report, and you have a virtual meeting with your team in 10 minutes. You save your work, rise up, stretch, and take a drink of water to mentally prepare for the meeting. To establish a sense of separation from your focused work environment, you decide to join the conference from your living room. This adjustment in location allows you to shift your focus from individual duties to teamwork.

- 4. Minimize Distractions:** Turn off or silence all chat apps and notifications. Switch off your phone and close any unrelated browser tabs. If you tend to fidget, have a small item to hold in your hand during the meeting. By minimizing distractions, you can maintain focus and contribute more effectively to the conversation.

Example: During a critical virtual conference with a customer, you turn off your phone, dismiss any unrelated browser tabs, and disable chat app notifications. You also have a stress ball nearby for when you need to fidget. By eliminating any distractions, you will be able to focus on the needs of the customer and contribute more effectively to the conversation.

- 5. Refrain from Typing during Meetings:** While using chat features during virtual meetings can sometimes enhance the experience and keep it engaging, it can also be perceived as disrespectful to the meeting leader. The sound of typing is not only distracting for other participants (since your laptop's internal microphone is close to your keyboard), but it also prevents you from fully concentrating on the meeting. Opt for using headphones or taking notes with pen and paper.



Notes

Writing notes by hand forces you to process and summarize the information, making it more beneficial for everyone involved.

Example: You opt to take notes using a notebook and pen rather than typing on your laptop during a virtual team meeting. By doing so, you avoid making irritating typing noises and display respect for the meeting leader and participants. Additionally, taking handwritten notes allows you to better digest and retain the information being discussed.

- 6. Dress Appropriately:** One of the perks of remote work or online classes is the flexibility to wear comfortable clothes. However, when attending a virtual meeting using your webcam, it's essential to maintain a professional appearance. Take a few moments to put on a clean shirt and groom yourself. Dressing appropriately can help you feel more prepared and focused during the meeting.

Example: During a virtual job interview, it's important to dress professionally even if you're not meeting the interviewer in person. Wear business attire such as a suit or dress, and make sure to groom yourself. This will show the interviewer that you take the interview seriously and that you are professional.

- 7. Mute Your Microphone when not Speaking:** Background noise and audio interference can be highly distracting during virtual meetings. Always join the meeting with your microphone muted and keep it muted when you're not speaking. This approach allows other participants to contribute without being disturbed by background noise. Muting your microphone also gives you the freedom to handle any unexpected interruptions without disrupting the meeting.

Example: During a virtual team meeting, it's important to mute your microphone when you're not speaking. For example, if you have children or pets at home who may make noise, it's important to mute your microphone to avoid disrupting the meeting. Additionally, if you're in a noisy environment such as a coffee shop, make sure to mute your microphone to avoid background noise.

- 8. Turn on Your Camera:** Using video during a virtual meeting helps maintain a human connection and fosters a more engaging environment. Starting a meeting with blank screens can feel cold



and impersonal. If you're concerned about your background, use a virtual background or blur feature. If bandwidth or connectivity issues arise, inform participants that you'll be turning off your video after greeting them. Prioritizing audio quality is crucial, but whenever possible, having your camera on can help create a more immersive meeting experience.

Example: During a virtual conference, it's important to turn on your camera to foster a more engaging environment. This can help you connect with other attendees and presenters on a more personal level. If you're presenting, using your camera can help you engage with your audience and make your presentation more dynamic.

- 9. Announce Your Presence and Speak Clearly:** When joining a small meeting (with two to five people), greet everyone and introduce yourself. Make sure not to interrupt anyone mid-sentence. Additionally, speak loudly and clearly during virtual meetings to ensure all participants can hear you without straining. Investing in a good microphone setup can also improve the audio quality of your contributions.

Example: During a virtual meeting with a client, it's important to introduce yourself and announce your presence when you join the call. Make sure to speak loudly and clearly to ensure that the client can hear you clearly. Additionally, if you have an accent, it's important to speak slowly and enunciate your words to ensure that the client can understand you.

- 10. Speak at a Moderate Pace:** Be mindful of non-native speakers participating in the call. Many individuals rely on observing facial expressions or reading lips to fully understand the conversation. Without these visual cues, it's crucial to speak at a moderate pace, allowing everyone to follow the discussion more easily.

Example: During a virtual meeting with colleagues from different countries, it's important to speak at a moderate pace to ensure that everyone can understand you. If you're speaking too quickly, non-native speakers may have trouble keeping up with the conversation. Additionally, speaking too slowly may be perceived as condescending or patronizing.

**PRACTICE QUESTIONS**

1. What are some basic principles of online communication?
2. What are the fundamental rules of internet communication proposed by Norman Z. Shapiro and Robert H. Anderson?
3. What are some important netiquettes for virtual meetings?
4. Why is it important to maintain a professional appearance during virtual meetings?

2.5 Audio-Book Listening

Audio-books or spoken renditions of written text, present a modern way to experience literature. Their popularity has surged due to their ease of use and increased accessibility. The rise in popularity of Audio-books has altered the way people consume literature. Many people who are juggling demanding schedules and multitasking are turning to Audio-books as a practical option. This chapter digs into the realm of audio-book listening, examining its benefits, techniques to improve the listening experience, and tips for choosing the perfect audio-book.

2.5.1 Audio-Books

Audio-books are recorded versions of books or other written materials, with narration provided by voice actors or, in some cases, the writers themselves. These recordings are available on CDs, digital downloads, and streaming platforms, among others. Audio-books allow people to enjoy novels, educational content, or motivating tools without having to physically read the text.

Examples:

- ◆ **Fiction:** The Harry Potter series by J. K. Rowling, brought to life by narrators Jim Dale (US) and Stephen Fry (UK), showcases the appeal of fiction audio-books. These narrators create a captivating listening experience for the well-loved series.



- ◆ **Non-fiction:** “Sapiens: A Brief History of Humankind” by Yuval Noah Harari, narrated by Derek Perkins, presents an enthralling summary of human history in an accessible and enjoyable audio format.
- ◆ **Self-help:** “The 7 Habits of Highly Effective People” by Stephen R. Covey, narrated by the author, transforms a classic self-help book into an audio resource, enabling listeners to absorb the material during commutes or downtime.
- ◆ “How to Win Friends and Influence People” by Dale Carnegie, narrated by Andrew MacMillan, is a classic guide to building relationships, improving communication skills, and enhancing one’s influence in professional and personal settings.
- ◆ “Getting Things Done: The Art of Stress-Free Productivity” by David Allen, narrated by the author, offers an effective time management and productivity system that can be applied to both personal and professional life.
- ◆ “Lean In: Women, Work, and the Will to Lead” by Sheryl Sandberg, narrated by Elisa Donovan, addresses the challenges women face in the workplace and offers practical advice on how to overcome them and pursue leadership roles.
- ◆ “The 5 Levels of Leadership: Proven Steps to Maximize Your Potential” by John C. Maxwell, narrated by the author, outlines the various stages of leadership development and provides actionable advice for improving one’s leadership skills.
- ◆ “Crucial Conversations: Tools for Talking When Stakes Are High” by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler, narrated by Anna Fields, equips listeners with techniques to navigate high-stakes conversations and achieve better outcomes.

Audio-books have transformed the way people consume literature by giving a flexible and easy way to interact with written information. With numerous examples spanning a wide range of genres, the importance of Audio-books rests in their inclusive character, language development chances, and multitasking ability. Audio-books have a wide range of applications, from education and enjoyment to professional development and language study, making them an important resource for both readers and listeners.



2.5.2 Significance of Audio-Book Listening

- ◆ **Inclusivity:** Audio-books offer an accessible alternative for those with visual impairments or learning challenges, enabling them to appreciate literature and effortlessly obtain educational materials.
- ◆ **Language Enhancement:** Audio-books contribute to language growth by acquainting listeners with accurate pronunciation, grammar, and vocabulary, especially benefiting non-native speakers and children.
- ◆ **Multitasking Capabilities:** Audio-books facilitate interaction with content while conducting other activities, such as commuting, exercising, or performing chores, thereby optimizing time management and increasing productivity.
- ◆ **Enhanced Understanding:** Expertly narrated Audio-books can heighten comprehension and retention of information by allowing the listener to concentrate on the story, undistracted by the obstacles associated with conventional reading.
- ◆ **Education:** Audio-books can supplement traditional educational resources, presenting students with a different approach to interacting with study materials and enhancing understanding and retention.
- ◆ **Entertainment:** Audio-books offer a convenient and enjoyable means of entertainment, creating an immersive narrative experience during leisure time or while multitasking.
- ◆ **Career Development:** Business-focused and self-improvement audio-books can assist individuals in advancing their professional skills or personal growth by offering useful advice and direction.
- ◆ **Language Learning:** Audio-books in other languages can act as an effective tool for language students, aiding them in honing their listening comprehension and pronunciation abilities.

2.5.3 Optimizing the Audio-Book Listening Experience

To fully enjoy your audio-book journey, consider these tips:

- ◆ **Choose the Perfect Narrator:** A skilled narrator can invigorate a book and sustain your engagement. Listen to samples before



making a decision, and consider the narrator's voice, tempo, and expressiveness.

- ◆ **Adjust the Playback Speed:** Many audio-book platforms allow you to modify the playback rate. Try different speeds to find the one that best suits your listening comfort.
- ◆ **Use Bookmarks and Annotations:** Take advantage of the bookmark and annotation functions within your audio-book app to highlight essential passages or thought-provoking points. This makes it easier to revisit and recall specific segments later on.
- ◆ **Create an Appropriate Listening Setting:** Minimize disruptions and establish a comfortable space in which you can focus on the audio-book. Some listeners find noise-cancelling headphones useful, while others opt for a tranquil room.

2.5.4 Picking the Perfect Audio-Books

Keep the following factors in mind when choosing an audio-book:

- ◆ **Genre:** Just as with conventional reading, let your personal preferences and interests guide your audio-book selections. Choose titles that resonate with you, whether your interests lie in fiction, non-fiction, or a specific genre.
- ◆ **Book Length:** Based on your schedule and listening habits, you might prefer shorter books that can be finished quickly or longer, more in-depth works. Keep the time commitment in mind when selecting an audio-book.
- ◆ **Reviews and Recommendations:** Explore audio-book reviews, ask friends for suggestions, or peruse curated lists to discover highly-rated titles. This can help you find new authors and ensure a top-notch listening experience.
- ◆ **Audio Versions of Favorite Books:** If you have a beloved book, try listening to its audio-book rendition for a fresh take. This can also be a great way to revisit classic literature or engage with complex texts in a more accessible manner.

**PRACTICE QUESTIONS**

1. What are audio-books?
2. How have audio-books changed the way people consume literature?
3. What are the benefits of audio-book listening?
4. How can audio-books be used for education and entertainment?
5. What tips are there to optimize the audio-book listening experience?
6. What factors should be considered when choosing an audio-book?
7. Can audio-books help in professional development and language learning?
8. What are some examples of popular audio-books?

Audio-books offer a distinctive and convenient method to savor literature, acquire new knowledge, and develop language skills. By carefully selecting audio-books and refining your listening environment, you can fully experience the advantages of this versatile medium. Embrace the realm of audio-books and discover the pleasure of literature in a refreshingly new way.

2.6 Summary

- ◆ Effective listening skills are essential for communication and relationships in personal, educational, and workplace settings.
- ◆ Distractions, personal biases, and lack of focus can impede effective listening.
- ◆ Active listening, empathy, and avoiding distractions are key components of effective listening.
- ◆ Good listening skills have professional and social benefits and increase prospects for career advancement.
- ◆ Interrupting, excessive talking, and being side-tracked are issues with listening.
- ◆ Active listening requires deliberate effort and practice to develop and involves paying attention, refraining from interrupting, and taking steps to elicit information.

LISTENING SKILLS



Notes

- ◆ Active listening habits include focusing, engagement, and respect.
- ◆ Incorporating these habits can help individuals become more effective active listeners and improve communication skills.
- ◆ Online etiquette, or netiquette, is crucial in professional settings and helps maintain a positive work environment.
- ◆ Netiquette involves being mindful of the human on the other side of the screen and understanding that words are the primary means of communication.
- ◆ Use appropriate communication channels for different purposes, such as instant messaging for casual conversations and email for formal communication.
- ◆ Practice active listening and punctuality during virtual meetings.
- ◆ Be empathetic and sensitive to cultural and personal differences.
- ◆ Remember that online messages are permanent and can be forwarded to others.
- ◆ Shapiro and Anderson proposed basic guidelines for internet communication, including clear labeling of emotions and opinions, and maintaining formality.
- ◆ Utilize the 5 W's (Who, What, When, Where, Why) to keep online conversations focused and relevant.
- ◆ Consider tone, language, cultural sensitivity, privacy, responsiveness, and use of visuals to enhance your online communication.
- ◆ Request agenda for meetings.
- ◆ Come prepared with pre-reading and contributions.
- ◆ Mentally prepare for meetings by taking breaks and changing environments.
- ◆ Minimize distractions by silencing notifications and closing unrelated tabs.
- ◆ Refrain from typing during meetings; opt for handwritten notes.
- ◆ Dress appropriately for virtual meetings.
- ◆ Mute microphone when not speaking.
- ◆ Turn on camera for a more engaging experience.
- ◆ Announce presence and speak clearly.

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Notes

- ◆ Speak at a moderate pace, considering non-native speakers.
- ◆ Audio-books are spoken renditions of written text.
- ◆ Examples span various genres: fiction, non-fiction, self-help, etc.
- ◆ Audio-book benefits: Inclusivity, language enhancement, multitasking, enhanced understanding, education, entertainment, career development, language learning.
- ◆ Optimizing the listening experience: Choose the perfect narrator, adjust playback speed, use bookmarks and annotations, create an appropriate listening setting.
- ◆ Picking the perfect audio-book: Consider genre, book length, reviews and recommendations, and audio versions of favorite books.

2.7 Self-Assessment Questions

1. Discuss the various aspects of effective listening, such as active listening, empathy, and avoiding distractions, and how they contribute to the development of strong communication and relationship-building skills in personal and professional settings.
2. In the context of workplace communication, provide examples of excellent listening skills in action and explain how these skills contribute to stronger relationships and improved problem-solving abilities.
3. Explain the issues with listening, such as interrupting, excessive talking, and being side-tracked, and discuss how these issues can negatively impact communication and relationships in personal and professional settings.
4. Describe the concept of active listening and its importance in effective communication. Discuss how active listening can be developed and practiced to improve understanding and interpretation of information in various settings.
5. Identify some habits and techniques that can be used to develop active listening skills and explain how these habits contribute to improved communication and relationship-building in both personal and professional settings.
6. Why is understanding and following online etiquette important in professional settings?



7. How can individuals ensure effective online communication in professional settings?
8. What are some additional factors to consider for effective online communication in professional settings, beyond the 5 W's?
9. How can individuals mentally prepare for virtual meetings, and why is it important?
10. What are some best practices for using video during virtual meetings, and why is it important to speak at a moderate pace?
11. Describe the significance of audio-book listening in detail, including its benefits for inclusivity, language enhancement, multitasking, comprehension, and education, entertainment, career development, and language learning.
12. Explain the different techniques to optimize the audio-book listening experience, including selecting the perfect narrator, adjusting playback speed, using bookmarks and annotations, and creating an appropriate listening setting.
13. Discuss the factors that should be considered when choosing an audio-book, including genre, book length, reviews and recommendations, and the availability of audio versions of favorite books. Provide examples of how these factors can influence the audio-book selection process.
14. Compare and contrast audio-book listening with traditional reading, highlighting the advantages and disadvantages of each. Discuss the different types of content that may be better suited for audio-books versus traditional reading.
15. Evaluate the role of audio-books in professional communication, including their potential impact on language development, presentation skills, and career advancement. Provide examples of audio-books that may be particularly beneficial for professional development.

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Speaking Skills

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STRUCTURE

- 3.1 *Learning Objectives*
- 3.2 *Introduction*
- 3.3 *Presentations*
- 3.4 *Group Discussions*
- 3.5 *Telephonic Skills*
- 3.6 *Negotiation*
- 3.7 *Interview*
- 3.8 *Persuasion Skills*
- 3.9 *Public Relations*
- 3.10 *Summary*
- 3.11 *Self-Assessment Questions*
- 3.12 *References & Suggested Readings*

3.1 Learning Objectives

- ◆ To develop speaking skills in the students in a theoretical and practical manner.
- ◆ To inculcate certain professional etiquettes and speaking skills.
- ◆ To give some hands-on techniques towards the art of speaking well that go a long way in ensuring professional success.



3.2 Introduction

In an era where clear and persuasive communication is indispensable, mastering the art of connecting with others has become more crucial than ever. In today's interconnected world, effective communication is vital for personal and professional success. This book chapter explores various facets of communication, including group discussions, telephonic skills, negotiations, interviews, public relations, and persuasion skills. With valuable insights and practical tips, this chapter serves as a comprehensive guide for anyone looking to enhance their communication abilities and excel in the modern landscape.

Speaking skills form an essential part of professional communication as it is central to the communication in a professional setting. The chapter begins by delving into group discussions, focusing on the dynamics and characteristics of successful groups, and emphasizing the importance of each participant's role. It then moves on to telephonic skills, highlighting how mastering phone etiquette and techniques can lead to efficient and meaningful conversations. The art of negotiation, persuasion skills and associated interaction are of prime importance in any professional setting. Also, the role of the PR in any business setting is important for any firm. To gain success in professional spheres, candidates must know how to appear for interviews. It is here that one needs to inculcate certain speaking skills that can aid in one's professional life.

3.3 Presentations

Presentations are a powerful tool for delivering ideas, information, and convincing arguments in the field of professional communication. The ability to deliver a well-crafted presentation, whether to a small team or a big audience, is a critical talent for success in a variety of professional situations. This chapter goes into the notion of presentations and the abilities needed to flourish in this kind of communication.

A presentation is a systematic/organised communication process in which a person or group communicates information, ideas, or proposals to an audience. It entails using verbal, visual, and nonverbal approaches to effectively deliver a message, engage listeners, and achieve intended results.



3.3.1 Significant Elements of Presentation Skills

Presentation skills are a set of qualities that allow people to produce meaningful and appealing presentations. These abilities include:

- 1. Content Organization and Structure:** A well-organized structure that guides the audience through the content being presented is the foundation of an effective presentation. This includes explicitly identifying the goal, organising ideas logically, and employing proper transitions between sections. A sales presentation, for example, may have a framework that includes introducing the product, emphasising its features and benefits, addressing customer concerns, and finishing with a call to action.
- 2. Strong verbal communication skills** are required for presenting a presentation with clarity and impact. This includes utilising clear and precise language, shifting tone and tempo to retain attention, and engaging the audience using storytelling tactics. A keynote speaker at a conference, for example, may fascinate the audience by weaving personal experiences into their presentation.
- 3. Visual Aids and Multimedia:** Visual aids, including presentations, charts, and movies, improve audience comprehension and retention. Using visual components effectively entails using relevant and high-quality graphics, restricting language to crucial areas, and establishing visual consistency. When giving project updates, a project manager may use charts and graphs to demonstrate progress and performance measures.
- 4. Nonverbal Communication:** During a presentation, nonverbal clues such as body language, facial emotions, and gestures play an important part in delivering messages. To enhance the delivery and engage the audience, a professional presenter uses positive body language, maintains eye contact, and employs appropriate gestures. A motivational speaker, for example, may employ dynamic body language and expressive gestures to motivate and invigorate the audience.
- 5. Audience Engagement and Interaction:** It is critical for a good presentation to engage the audience. Skilled presenters encourage involvement by asking questions, promoting dialogues, or introducing



interactive activities. This encourages active engagement, provides a deeper grasp of the material, and improves the presentation's overall effect. A trainer, for example, may add group activities in a workshop to enhance active learning and involvement.

Presentation abilities enable individuals to effectively transmit information, shape views, and achieve desired goals. Professionals may improve their communication skills and leave a lasting impression in a variety of professional contexts by mastering the art of structuring content, delivering appealing messages, and engaging the audience.

3.3.2 Importance of Presentation Skills

Presentation abilities are critical in delivering information, influencing decisions, and creating professional relationships.

1. In professional life, the ability to convey your ideas through engaging and persuasive presentations is significant. It helps you to catch the attention of your audience and make an everlasting impact on the audience through an effective presentation by clearly stating the concepts and delivering messages in a comprehensible manner.
2. Professionals with strong presentation skills are perceived as confident, knowledgeable, and credible. A well-structured and delivered presentation demonstrates subject matter expertise and boosts an individual's professional image. This could lead to increased trust from co-workers, clients, and stakeholders. For example, a project manager who can effectively offer project updates with clarity and professionalism earns the faith and confidence of the team and senior management.
3. Individuals can utilise presentations to break down difficult content into digestible chunks that others can learn and internalise. For example, a researcher presenting his/her findings at a conference uses pictures and simple explanations to convey complex data to a peer and industry expert audience.
4. It aids in the decision-making in professional setup. Presenters can influence stakeholders and alter their minds by presenting well-structured arguments, delivering facts, and appealing to emotions. A marketing manager presenting a strategic marketing plan can use



persuasion methods to encourage executives to invest in effective marketing.

5. Strong presentation skills is one of the most important leadership skills that team managers and other superiors in different organisations need to own. By delivering clear and engaging presentations, leaders may motivate and encourage their colleagues, convey objectives and goals, and provide direction and feedback.

3.3.3 Oral Presentation

Oral presentation is an important part of professional communication because it allows people to transmit information, exchange ideas, and engage audiences in a face-to-face situation.

Oral presentation refers to the conveyance of information, ideas, or proposals to an audience using spoken words and visual aids. Formal speeches, conference presentations, sales pitches, and team meetings are some examples. An oral presentation's purpose is to effectively deliver a message, engage the audience, and achieve the desired result.

Importance of Oral Presentation

1. Oral Presentations make communication in professional life very effective as it enables enable people to communicate ideas, facts, and proposals in a clear and engaging manner. For example - A company head presenting a strategic plan can clearly convey the vision, goals, and action actions, allowing the entire team to synchronise their efforts toward a shared purpose.
2. It adds on to the professional image of an individual as confident, credible and knowledgeable. Presenters who can effectively explain their ideas acquire the trust and respect of their colleagues, clients, and stakeholders.
3. Oral presentations promote collaboration and teamwork by offering a forum for the exchange of ideas, updates, and feedback. It adds on to fulfilling organisational communication goals through presentations in team meetings and brainstorming sessions.
4. Oral presentation skills are frequently used to determine professional development. Professionals who can give captivating presentations



are more likely to stand out among their peers and land prospects for advancement, leadership roles, or high-impact projects. Oral communication abilities that are effective exhibit the capacity to express ideas, engage audiences, and persuade stakeholders.

For example: A professional who has been consistently delivering excellent presentations and has the ability to establish himself/herself well in the industry.

Tips for Delivering Effective Oral Presentation

1. Thorough preparation is essential for presenting an effective oral presentation. Gather important information, organise your content, and produce a detailed outline. Learn about the audience's background and customise your presentation accordingly. Prepare supplementary images or multimedia components to supplement the presentation.
2. Clearly define the objective of your presentation. Whether it is to inform, persuade, or inspire, having a clear objective will guide your content and delivery. Understand what you want the audience to take away from your presentation and shape your message accordingly.
3. An effective presentation requires the audience to be engaged. You, as a presenter, should capture their attention right away with an intriguing introduction. To make a connection, use narrative techniques, ask thought-provoking questions, or offer pertinent tales. Encourage audience engagement by asking questions, holding discussions, or engaging in interactive activities. This participation develops a sense of connection and improves the overall impact of your presentation.
4. Before delivering your presentation, practise it several times. Rehearsing lets you fine-tune your content, identify areas for improvement, and gain confidence in your delivery. To improve your presentation skills, practise in front of a mirror, videotape yourself, or seek feedback from trustworthy co-workers.
5. Visual aids, such as slides or multimedia features, can improve the effectiveness of your presentation. Use them to underline crucial points, show data or concepts, and keep the audience interested. Maintain your slides as aesthetically beautiful, concise, and complementary to your spoken phrases as possible.



Notes

6. In an oral presentation, clear and confident verbal communication is essential. Speak at a reasonable pace, with proper enunciation and loudness. Maintain interest by changing your tone and emphasising key ideas. Maintain eye contact with the audience to connect with them and show confidence. Control your anxious behaviours, such as fidgeting or using too many filler words.
7. Deliver your presentation with a clear framework and brevity. Using an introduction, important points, and a conclusion, organise your content rationally. Avoid unneeded tangents or information that could confuse or overload the listener. To guarantee that your message is conveyed properly, stick to the time allotted for your presentation.
8. Adjust and adapt your delivery as per the reaction of the audience. Assess their level of interest, alter your pace, and clarify any areas that may need clarification. Accept questions and attentively listen to the audience's feedback. Responding in a timely manner develops a collaborative environment and guarantees that your message is received favourably by the audience.

3.3.4 PowerPoint Presentation

PowerPoint presentations have become a common tool in professional communication, allowing employees to graphically display information, ideas, and proposals.

PowerPoint presentations are visual aids that incorporate text, graphics, and multimedia elements to supplement and enhance oral communication. They are commonly used in professional settings to present information concisely, illustrate essential points, and retain audience interest. They are generated using Microsoft PowerPoint or equivalent applications. PowerPoint presentations are adaptable and may be utilised in a variety of settings, including corporate meetings, training sessions, educational lectures, and sales pitches.

Tips to Deliver an Effective PowerPoint Presentation

1. Outline main points and create a clear structure for a cohesive message.
2. Bullet points, concise phrases, and relevant visuals to enhance engagement.



SPEAKING SKILLS

3. Maintain visual consistency with professional templates and formatting.
4. Incorporate charts, graphs, and visuals strategically to reinforce concepts.
5. Familiarize yourself with slides, timing, and delivery for a confident presentation.
6. Connect with the audience through eye contact and interactive engagement.

PRACTICE QUESTIONS

1. Why are presentations important?
2. How do you make a PowerPoint Presentation appealing to an audience comprising of school-going teens?

3.4 Group Discussions

Group refers to two or more individuals who bear an explicit psychological relationship to one another; it reveals some amount of interaction among its members who have definite ideas of their position and role within it.

3.4.1 Nature of Groups

- ◆ Groups have an inherent or acquired nature. They function according to these natural traits.
- ◆ Some groups are extremely close-knit and are committed to common goals.
- ◆ Some groups also wield power which can help in bringing about a positive change in the social fabric of society.
- ◆ Some groups are formed to improve and impart moral values to society.
- ◆ Groups are also formed to gather information, to negotiate issues and solve problems and help others in the decision-making process.

In effect, groups can be formed for a variety of reasons and manners. Each is distinct and individualistic in its own way and functions according to its needs and goals.



3.4.2 *Characteristics of Effective Groups*

- ◆ Every group has a common goal which justifies their existence and motivates them to achieve it.
- ◆ Certain norms are laid down which every member of the group has to follow.
- ◆ A hierarchal structure has to be maintained for a smooth and successful functioning of the group.
- ◆ Group discussions are necessary to discuss issues, to solve problems, to come to a common understanding of a problem, and to arrive at a solution by consensus.

3.4.3 *Three P's*

Before getting on with group discussions, the 3 P's which constitute the ingredients of any discussion need to be understood, namely:

- ◆ Purpose
- ◆ Planning
- ◆ Participation

3.4.4 *Role of the Participants*

- ◆ Communicate positively to facilitate decision-making.
- ◆ It is important to be well informed to contribute to the discussion.
- ◆ Be a good listener and open to the ideas and views of other members.
- ◆ Rigidity is never a positive trait in a group.
- ◆ Analyse coherently and argue positively to convince the other members to your viewpoint.
- ◆ Be cordial while interacting. A hostile attitude may deter people from listening to you, though you may make a very valid point.
- ◆ Keep a pen and paper to note down other people's views.
- ◆ Do not monopolize the proceedings. Allow everybody to talk.
- ◆ Do not bully people to come to a consensus on any issue.



3.4.5 Group Discussions at Business Schools

Group discussions at business schools serve a totally different purpose as compared to group discussions in a corporate set-up. You can participate in group discussions at business schools only after you have cleared the written test and the interview. These are held to gauge what kind of a person you are, and whether you can adapt yourself to work in a team, both as a member and a leader.

Group discussions are an important component of the selection procedure in business schools. Some of the issues on which group discussions are based are team work, and incorporating the views of different team members to reach a common goal. Generally, group discussion in a business school is a formal discussion involving eight to 10 participants in a group. They are given a topic, which they discuss among themselves for 20 to 30 minutes, and they are observed keenly by the members of the business school to assess their capabilities of working in a team.

Here are a few traits that you need to develop or possess to be successful in group discussions at a business school:

Flexibility:

- ◆ Do not be rigid and self-opinionated.
- ◆ Listen to the opinions and ideas of others.
- ◆ Show willingness to change stand to reach a consensus.

Assertiveness:

- ◆ Put forward your point with clarity and conviction.
- ◆ Be emphatic and positive in your approach.
- ◆ Do not be aggressive because it is a negative quality.
- ◆ Initiative: Take the initiative to begin the group discussion.
- ◆ Do so if you know the subject well.
- ◆ Contribute positively at regular intervals.
- ◆ Important to create a positive impression initially.

Creativity:

- ◆ Try to give a new perspective to the discussion.
- ◆ Do it confidently and coherently.



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- ◆ Able to inspire others: Help others to express their views and ideas if they are not getting an opportunity to do so.
- ◆ A good listener: Listen carefully to other people.
- ◆ This will help to improve your own ideas.
- ◆ Make necessary amendments if there are faults/flaws in your ideas.

Awareness:

- ◆ Be aware of all the current issues and topics both at the macro and micro level.
- ◆ Communication skills: Have good communication skills.
- ◆ Be confident and positive.
- ◆ Think on your feet.

3.4.6 Being a Team player and Leader

In a group discussion, the team player is one who:

- ◆ Works with others.
- ◆ Is open to the views of others.
- ◆ Has a positive team spirit.

In a group discussion, a leader is one who:

- ◆ Facilitates the smooth functioning of the group.
- ◆ Helps to coordinate the views of different members.
- ◆ Contributes positively and gives valuable insights.
- ◆ Inspires and motivates the other members.
- ◆ Helps in achieving the goal.

PRACTICE QUESTIONS

1. What are some communication skills important for personal and professional success?
2. What is the nature of groups?
3. What are the three P's that constitute the ingredients of any discussion?
4. What are the traits of a good team player and leader in a group discussion?



3.5 Telephonic Skills

In the current globalised world, telephone has become an important channel for communicating with anyone. Telephonic communication is inevitable to any profession or organization. In the physical absence of the receiver, telephonic communication can be very advantageous.

3.5.1 Advantages of Using a Telephone

- ◆ One of the major advantages of using the phone is the instant reactions and consequent actions that follow it.
- ◆ There is no time lag in decisions being carried out.
- ◆ The telephone, in a way, acts like a great equalizer.
- ◆ Here personal looks and appearance are not important.

Even a junior officer can talk to a senior officer over the phone. There is a host of telephone services available now which make talking over the phone quick, easy and economical.

3.5.2 Disadvantages of Using a Telephone

- ◆ At times when one calls, the answering machine or the secretary becomes a barrier to communication.
- ◆ You also have to depend entirely on voice modulation to communicate.
- ◆ This requires good accent, perfect pronunciation and excellent vocabulary which may become a stumbling block for many of us.
- ◆ The telephone network is not foolproof and the dangers of cross-connection and wrong number can also hinder communication.
- ◆ Sometimes, you may miss out or misinterpret some information which may lead to numerous other problems. It is also not easy to ascertain the appropriate time to call a person.
- ◆ The receiver could be in a bad mood or busy and, therefore, calling her/him would not serve the desired purpose.
- ◆ Moreover, conversation over the phone does not provide a permanent record for legal purposes.



3.5.3 General Preparation

You should be aware of the various features of a telephone set which would enable greater efficiency. Some of them include the redialling button, number display facility, retrieving voice mail, auto dialing if the line is busy and call-transfer facility. You should always keep a pen and a pad near the telephone set. Before making a call keep the following points in mind:

- ◆ **Brevity and Precision:** Your conversation should be brief and precise.
- ◆ **Clarity:** You should speak slowly and clearly, your tone should be cheerful and your voice lively. To give out names and addresses over the phone, spell them out with familiar words to illustrate each letter.

3.5.4 How to Make a Call

- ◆ Before making a call you should keep in mind the appropriate time for making it. It is always good to call in the forenoon or early afternoon as people are generally available at that time.
- ◆ Unless you are familiar with the person you should not call at his residence no matter what the urgency. Also, be careful of the time you call people across a different time zone.
- ◆ The purpose of the call should be clearly defined - whether it is to give or receive information or whether it is a confirmation of some issue. Make a brief note about all the points that are to be discussed before dialing the number. This will not only impress the receiver with the professionalism of the caller but will also ensure that all important points are discussed and nothing is missed out.
- ◆ All the documents and letters concerned with the call should be kept at hand in case you need to refer to them. Asking the receiver to hold while trying to locate the documents may not only annoy the person but also reflect a lack of professionalism.
- ◆ When the call is answered, greet the listener and then introduce yourself.
- ◆ You must sound confident, decisive and interested while making the call and all this has to be conveyed through your voice. Putting a smile on your face always helps while making the call.



3.5.5 How to Answer a Call

- ◆ Normally, when you pick up the phone, you are not aware who the caller is.
- ◆ However, if your secretary picks up the receiver then she would inform you who the caller is, which would prepare you to receive the call.
- ◆ You should never let the phone ring for more than five or six times. Normally, you should pick up the phone on the second or third ring. Allowing the phone to ring incessantly, gives the impression of insensitivity.
- ◆ You should not allow any phone in the office to go unattended even though it may be ringing on someone else's desk. Pick up the phone and request the caller to call up later if the person is not available, or transfer the call to the relevant person. The caller will definitely appreciate this courtesy and consideration.
- ◆ The moment you pick up the phone, greet the caller and identify yourself or the organization.

3.5.6 Teleconferencing

Teleconferencing is a meeting or conference where the participants are sitting in conference rooms that are located within the country and/or outside it, and interacting with each other without being able to see each other. Though there is no visual impact during this kind of meeting, the advantage of exchanging ideas and views without physically having to move is one of the greatest merits of teleconferencing. A lot of planning and organization is required to conduct a teleconference meeting.

Organizing a Conference Call

All the participants should be informed of the time and date beforehand. If it is a global teleconference then the organizers should keep the different time zones in mind while fixing the meeting. The agenda for the meeting should be circulated well in advance. All the participants have to be punctual for the meeting, or else the others will be kept waiting.



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Once everybody is connected the host should introduce everyone by name and designation. Moreover, a clear idea of how the conference will be conducted, i.e. in which order the participants will be asked to speak should also be notified. Once the conference is over the minutes of the meeting should be mailed to every participant.

Participating in a Conference Call

A member should only speak when the host requests him to do so. Every member should go through the agenda thoroughly and have all necessary information and files regarding the conference call. Participants should be brief and clear while speaking; rambling is never appreciated in business calls. Members should speak slowly so that others all understand, especially if there are participants from other countries. One should be a good listener and no one should try to dominate the proceedings: Only a good listener can be a good speaker.

PRACTICE QUESTIONS

1. What are some advantages and disadvantages of using the telephone as a communication channel?
2. How can you be an effective communicator over a telephonic call?
3. What are the things you must be careful about, during a conference call?

3.6 Negotiation

Negotiation is the interaction including at least two parties cooperating to show up at a commonly satisfactory goal of at least one issue. It is a compromise bartering process which, when led well, leaves all parties fulfilled about the outcome and focused on accomplishing it. The main target of a discussion is to arrive at an answer of the contention to the common fulfilment and advantage of all the negotiating parties.

Negotiations can happen both in formal and casual circumstances. Formal discussions occur to resolve labor disputes, union strikes or requests of laborers. In a casual/informal situation meeting between individuals is never decided ahead of time.



3.6.1 *Process of Negotiation*

Negotiation is a complex process that goes through several stages before reaching the desired outcome. Most researchers agree that the negotiating process has four broad stages. They are called:

- ◆ Opening a negotiation
- ◆ Exchange of information
- ◆ Change of position
- ◆ Closing

In the first stage, one socialises, forms relationships and makes new acquaintances. They aid in the establishment of a foundation or in future negotiations. In these meetings, one should try to analyse the other side and form a social relationship.

In the second stage, information is exchanged and expectations of the issue to be negotiated are placed on the table in front of both parties. Each party's strength is determined by its needs, resources, and ability to negotiate.

The concerned parties attempt to negotiate issues to their advantage in the third stage. Each side attempts to persuade the other to accept its point of view and to make compromises on its position to the benefit of the other.

In the final stage, the parties attempt to bargain over issues to their advantage. Both parties try to get the best possible deal.

3.6.2 *Effective Negotiation*

To achieve the best result, there are two types of negotiating strategies: cooperative and competitive. It is always best to use a combination of the two whenever possible.

Following are some of the strategies for effective negotiation:

1. Maintain a positive and non-aggressive demeanor at the negotiating table.
2. Try to persuade and convince the opposing party of the benefits of accepting your proposal.



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3. It is important to express your point of view, but it is also critical to listen to the opposing viewpoint.
4. Do not interrupt or comment during the other Side's presentation. Interruptions not only disrupt the flow but can also irritate the other party.
5. Maintain a corporate and optimistic atmosphere, and if you wish to ask a question, use a calm tone rather than an aggressive or hostile one.
6. If there is a stalemate or a heated argument, take a brief break. This not only calms both parties but also allows them to re-examine the proposals and reconsider their bargaining position.
7. Personal preferences or egos should never be allowed to influence the bargaining process; all challenges are more essential than individuals or personalities.
8. Summarize the discussion to avoid future confusions or miscommunication.
9. The summary should be in writing so that no one can revise it later.
10. Include a legal clause if required to make sure that there is no scope for going back on previously negotiated concerns.
11. A negotiation is a type of agreement for both parties. This must be kept in mind while attempting to negotiate.
12. Always be ready to gain some and lose some in a negotiation process. So it is important to prioritize your needs. Try not to make concessions on crucial matters whilst giving up on minor ones.
13. You should be clear about the goals you would like to achieve; it will help you focus better during the bargaining process.

The decision made in the end should be regarded as final. After that, there should be no changes.

PRACTICE QUESTION

1. How can one be great at negotiating in business?

3.7 Interview

In this competitive world, interviews are seen as a critical component in the professional life of an individual. An interview is a two-way exchange of



information between an employer/panel of interviewers and you, as a job seeker/interviewee. Interviews can be conducted for jobs, media, admissions etc. Interviews are essential for a number of reasons. To begin with, they enable the candidate to demonstrate their abilities, capabilities, and experience in ways that a résumé or application cannot. The person(s) who asks questions is known as interviewer and the candidate who is supposed to answer is known as the interviewee. By engaging in a direct dialogue, the interviewer can gain critical insights into the interviewee's personality, communication skills, problem-solving aptitude, and cultural fit within an organisation. Interviews also help employers, academic institutions, and other entities to make informed decisions based on a complete assessment of the interviewee's qualifications and suitability. Organizations can improve their chances of success by conducting interviews to find the best fit for their specific needs. Therefore, we can see that the exchange of information and dialogues, including questions/responses leads to clearing any misconception.

3.7.1 Tips to Prepare for an Interview

1. Before sitting for an interview in any organisation/institution, you must prepare enough to do well in the interview. This preparation involves a great deal of research of the organisation/institution and reading the job description well.
2. Make sure that your CV/Resume/Bio points out your experiences and achievement in an impressive manner. It should be in synchronisation with the expectations of the organisation/institution.
3. You must have a justification for every word you have written in your CV.
4. First impression is the last impression. Dress appropriately in a professional manner so that it makes look confident and presentable in the interview. In job/business/promotion interviews, the outlook must be a formal one.
5. A good listener has the full potential to be a good interviewee. You must be an active listener and respond strictly adhering to what is being asked and not beat around the bush. Concrete and concise answers are always praised by the interviewer(s).



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6. Interviewers always welcome honesty of thoughts and actions. If you aren't aware of the answer of any question, you must apologise and try not to lie. It also shows that you have a strong will to learn.
7. Your body language must be positive. You need to maintain the appropriate eye contact, have the right posture (while you walk, stand or sit) and use gestures in a natural manner. To have all of it come from you naturally, practice is required.
8. One must be self-aware first to present oneself excellently to somebody. You should do a self-SWOT analysis. It will help you to understand your personality in a better manner and accordingly you can polish yourself if you lack at something.
9. You must take care of your paralanguage (how you speak something- your volume, tone, pitch, word stresses etc.) Do not sound dull when you speak something to the interviewer(s).
10. If you are under confident or wish to crack the interview at any cost, you may also think of enrolling yourself for mock interviews.
11. You must carry all the testimonials of the qualifications, achievements and certifications, mentioned in your CV, when you go for a professional interview.

3.7.2 Job Interview

A job interview is formal interaction between interviewee as the person who seeks a job and an interviewer(s) as the ones asking questions and evaluating the eligibility of the candidate for the job. Job interviews let the employers make thoughtful decision in the process of choosing the right candidate and provide good opportunity to the interviewees to demonstrate their best of the potential.

Job interviews can be conducted in different ways:

1. **Face-to-face Interviews:** In this type of interview, the interviewer and the interviewee sit in-person. This is one of the best kinds of interview as the job-provider gets to judge the candidates also on the basis of body language, facial gestures and eye contact.
2. **Telephonic Interviews:** This type of interview happens over a telephonic call. Telephonic interviews aid to the initial screening



of candidates and also reduce effort of the candidates to travel a long distance for the interview.

3. **Video Interviews:** With the advancement of the workspace these days, interviews also happen over video calls. It saves the hassle of travelling for the interviewee and also helps the interviewer to assess the interviewee in a better manner than telephonic interviews, despite the fact that it doesn't happen in-person.
4. **Panel Interviews:** It includes a group of interviewers who evaluate different aspects of the candidate. In a panel interview, one of the interviewers may judge your technical knowledge, another one may assess your communication skills and there may be others to evaluate something else in you (interviewee).

EXAMPLE 1:

Write a face-to-face interview between the HR Manager of a Photography company that has a vacancy for a Graphic Designer, and an interviewee.

[Pixel Pvt. Ltd. Interview Room]

Interviewer: Mr. Naman (HR Manager)

Interviewee: Kriti (Graphic Designer)

Kriti: Good Morning, Sir.

Mr. Naman: Good Morning, Kriti. Thank you for visiting today. Let us begin by going through your history and experiences. Could you please introduce yourself briefly?

Kriti: Thank you so much for having me. I'm Kriti, and I've been a graphic designer for over five years, developing aesthetically engaging designs for a variety of clients. I've worked on a variety of projects, including branding and marketing materials, as well as digital illustrations and animations.

Mr. Naman: Thank you. Kriti, you are amazing. We reviewed your portfolio and found it to be quite outstanding. Can you tell me about a project you've worked on that you're especially proud of?

Kriti: Of course, Mr. Naman. One job that stood out to me was designing the branding materials for a national event commemorating an organization's 50th anniversary. I needed to represent the essence of their history



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and accomplishments while still adding a current twist. It was a difficult but rewarding job, and the favourable feedback I received from the client and attendees made me pleased of my work.

Mr. Naman: Thank you. That sounds like a fun project. A graphic designer must pay close attention to detail and be creative. How do you strike a balance between being creative and addressing the needs of your clients?

Kriti: Effective communication, in my opinion, is the key to attaining this equilibrium. I begin by thoroughly comprehending the client's requirements and expectations. I then offer them a variety of design concepts, explaining why each one is appropriate. I welcome input and adjustments to ensure that the final design fulfils the needs of the customer as well as my creative vision.

Mr. Naman: Thank you. Communication abilities are essential for any role. As a graphic designer, you may be working on several projects with tight deadlines. How do you efficiently manage your time and prioritise tasks?

Kriti: Time management is a talent I've developed over the course of my work. For each job, I prepare a precise schedule and set realistic deadlines. To track progress and prioritise activities based on deadlines and customer needs, I use project management software. This way, I can make certain that each project receives the attention it needs and is completed on time.

Mr. Naman: Thank you. It's great to know you're organised and efficient. For projects, our organisation frequently works with photographers and videographers. How at ease are you working in a group setting?

Kriti: I thrive in a collaborative setting and cherish my team members' efforts. Teamwork, in my opinion, adds varied viewpoints to a project and boosts creativity. I've previously worked with photographers and videographers and appreciate the synergy that results from such collaborations.

Mr. Naman: Thank you. Our organisational culture values collaboration. Let's talk about technical abilities now. Which graphic design software and tools do you know how to use?

Kriti: I am proficient in Adobe Creative Suite, which includes Illustrator, Photoshop, and InDesign. In addition, I have experience with web and UI design tools such as Sketch and Figma. I can also create animations with After Effects and other motion graphics applications.

Mr. Naman: Thank you. Your technological abilities match our criteria. Do you have any questions about the firm or the position before we wrap up?



Kriti: Yes, sir. I'd like to learn more about the company's design team and the types of projects I'd be working on if I joined Pixel Pvt. Ltd.

Mr. Naman: Thank you, Kriti, of course. Our design team is a tight-knit collection of brilliant experts who work together on a variety of projects. As a graphic designer, you would be responsible for developing branding materials, marketing collateral, digital graphics, and animations for our diversified client base. We work on fascinating projects for large corporations, events, and celebrations, giving you plenty of possibilities to demonstrate your originality and talent.

Kriti: Sir, that sounds amazing. I'm pleased about the opportunity to work with Pixel Pvt. Ltd. and contribute to such innovative initiatives.

Mr. Naman: Thank you. Kriti, we are equally thrilled to have you as a prospective member to our team. Thank you for taking the time and providing meaningful comments throughout this interview. We will contact you soon to discuss the next steps in the employment process.

Kriti: Thank you so much, Sir. It was a pleasure to talk with you. I'm hoping to hear from you shortly.

[The interview closes, and Kriti exits the room full of energy and optimism.]

EXAMPLE 2:

A content creation company, Magex Media Pvt. Ltd. requires a Social Media Manager. The HR Manager of the company, Ms. Khushi conducts a telephonic interview for an applicant Mr. Tushar, for the vacant post. How should the interview be like? Prepare a Sample.

[Telephonic Interview]

[Ms. Khushi (HR Manager): Interviewer, Mr. Tushar (Interviewee)]

Ms. Khushi: Good day, Mr. Tushar. Khushi, from Magex Media Pvt. Ltd. here. Thank you for applying for the role of Social Media Manager. Are you available to conduct the telephone interview?

Mr. Tushar: Good Morning, Ms. Khushi. I am, indeed, accessible. Thank you for taking the time to examine my application.

Ms. Khushi: Let's get started. Can you tell us about your experience with social media management and how it relates to our role at Magex Media?



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Mr. Tushar: Of course, madam. I have over five years of expertise working with brands to develop successful social media strategy. In my last position, I was in charge of a digital agency's social media presence, which included developing compelling content, tracking analytics, and managing ad campaigns. I believe my skills are a good fit for the Social Media Manager position at Magex Media.

Ms. Khushi: How do you intend to use social media to successfully promote daily news on our app and website?

Mr. Tushar: I'll build a content calendar that is in sync with current events and trends. Traffic will be driven by engaging forms such as videos and infographics. Based on analytics, I'll optimise posting times.

Ms. Khushi: How can you stay current on social media trends and algorithm changes?

Mr. Tushar: I attend webinars, read blogs, and follow specialists on LinkedIn and Twitter. Being a part of marketing communities keeps me up to date.

Ms. Khushi: How do you work with teams to ensure that social media initiatives are consistent?

Mr. Tushar: I have regular brainstorming sessions with content writers and designers. Cohesion is ensured by open communication and innovative briefs.

Ms. Khushi: How do you handle crises or unfavourable feedback on social media?

Mr. Tushar: I publicly address negative criticism, acknowledge the problem, and provide solutions. Concerns are resolved privately. I'll also be working on crisis management procedures.

Ms. Khushi: Thank you for sharing your thoughts, Tushar. Your knowledge has amazed us. Our team will contact you on the next steps in the employment process.

Mr. Tushar: Thank you, madam. I'm excited about it. Have a wonderful day!

Ms. Khushi: Tushar, you, too. Goodbye!

3.7.3 Online Interview

In the era of digital communication, online interviews have got a prominent space in the professional realm. An online interview is also known



as virtual interview or remote interview. The Video Interviews that we discussed in the last section happen in the form of Online Interviews only. Online interviews open the possibility of connecting interviewers and interviewees. It saves time and cost, for the interviewer(s) and interviewee(s). One can attend an interview at the comfort of one's place. Online interviews have their own issues, too. You might face technical glitches in the internet, device or application. A person who is good at communicating with his/her body language might not feel satisfied.

Tips for an Effective Online Interview

1. Check the physical and mechanical elements of online communication. This includes your surroundings, device, camera, application/software, internet, microphone. Make sure that you attend the interview session in a distraction-free environment and all the mechanical and technical elements are operational.
2. There are numerous platforms to conduct an interview (Google Meet/Microsoft Teams/Google Meet etc.). You must familiarise yourself with its features.
3. In case, you have to present something. Make sure that you are well-prepared for it.
4. You should have soft copies of all the necessary documents you might require during the course of interview.
5. Use as much of facial gestures and body language as possible, appropriately and whenever necessary.

EXAMPLE 3:

Lately, there was flood in the Yamuna River in Delhi. The agricultural land surrounding the Yamuna River got adversely affected with it. Dr. Gauri Sinha, Professor, Department of Environmental Science, started with a research project on 'Assessment of the Impact on Agricultural Fields around Yamuna River in Delhi due to Flood'. Radhika applies for the post of research assistant in this research project. The interview for the same happens on Google Meet. Draft a sample online interview.



Google Meet Interface

[The screen of DR. GAURI SINHA displays. Her Google Meet tag refers to her as “DR. GAURI SINHA, Environmental Science Department Professor.”]

Professor DR. GAURI SINHA: RADHIKA, good morning. My name is DR. GAURI SINHA, and I’m a professor at the Department of Environmental Science. I appreciate you taking the time today to speak with me via Google Meet. How are you doing?

[RADHIKA’s screen appears alongside DR. GAURI SINHA’s. He is identified by his Google Meet tag as “RADHIKA, Candidate.”]

RADHIKA: Good day, Professor DR. GAURI SINHA. Thank you. I’m doing fine. I appreciate the opportunity to speak with you regarding the position of research assistant.

DR. GAURI SINHA: Let’s get this party started. To begin, could you please tell me briefly about your history and how it relates to our study project?

RADHIKA: I have a Bachelor’s degree in Environmental Science as well as a Master’s degree in Environmental Engineering. During my postgraduate studies, I got the opportunity to investigate a variety of environmental phenomena, such as the impact of climate change on agricultural activities. My Master’s thesis examined the impact of water logging on soil fertility, a topic that is closely connected to the theme of your study.

DR. GAURI SINHA: That appears to be a nice match. Can you describe the strategies or techniques you employed in your thesis project?

RADHIKA: To map and assess areas with water logging, I used a combination of remote sensing and GIS approaches. We also took soil samples to assess changes in nitrogen levels. I relied significantly on statistical tools like R and Python for data analysis.

DR. GAURI SINHA: Sounds fine; you have solid technical abilities. How familiar are you with fieldwork? This project will necessitate periodic site visits to the riverbank agricultural regions of the Yamuna.

RADHIKA: I adore fieldwork, and I’ve done a lot of it during my undergraduate and postgraduate degrees. It allows me to contact people, understand their problems, and bring a human element to the data we collect.

DR. GAURI SINHA: That’s an excellent point of view, RADHIKA. This project now needs collaboration. Can you tell me about your teamwork experiences and your favourite working style?



RADHIKA: During my Masters, I was a member of a diversified research team that worked on various areas of our collective project. We had to work together to coordinate our efforts, share data, and debate interpretations. I'm comfortable working both independently and as part of a team. In a team situation, I feel that efficient communication and mutual respect are essential.

DR. GAURI SINHA: Excellent! One more question. This research endeavour has the potential to change local policies and have far-reaching consequences. Can you tell me about how you deal with the responsibilities and pressure that comes with your position?

RADHIKA: It is a massive responsibility. Throughout my studies, I was always aware of the ramifications of our study on society and the environment. This possibility for real-world effect is what motivates me. In terms of managing pressure, I believe that proper preparation, clear communication, and a grasp of our objectives can help.

DR. GAURI SINHA: RADHIKA, you said it perfectly. Thank you for your considerate responses. We will make a choice immediately and respond to you within a week. Have you got any queries for me?

RADHIKA: Yes, could you tell me more about the team I'll be working with and a normal day?

DR. GAURI SINHA: Sure, I'd be pleased to talk about it. [Continues with project and team details...]

[The interview continues and ends in a nice tone. The Google Meet call concludes with the notification "Meeting Ended."]

PRACTICE QUESTIONS

1. Why are interviews significant in the professional space?
2. How can you ace an online interview?
3. As an applicant for admissions to MBA programme at APEX University, how will you prepare for your interview? Write a sample interview of the same.

3.8 Persuasion Skills

Persuasion is the ultimate objective in communication since it has the capacity to change people's minds, spur them to action, and affect their behaviour.



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While some people are born with this talent, others find it difficult to master. The secret, however, is in comprehending the goal of persuasion, choosing the right strategy, and utilising a variety of approaches to appeal to different audiences. In professional space, the capacity for persuasion is a crucial quality of effective leadership. While top managers have the authority to give orders, intermediaries frequently play a crucial part in influencing others' behaviour, perceptions, and actions to support organisational objectives. This section explores the fundamental techniques and talents of persuasion that can elevate a communicator to a persuasive powerhouse.

3.8.1 *Understanding the Goal of Persuasion*

There is no one-size-fits-all strategy for achieving the goal of persuasion. The persuader must adjust their goals to fit the audience's pre-existing beliefs and attitudes. In order to achieve this, five general objectives of persuasion that each fit particular situations are recognised.

- 1. Create Uncertainty:** The objective turns to quietly sowing seeds of doubt when dealing with an audience that is very resistant. Although a complete turnabout may be improbable, the goal is to cast doubt on their firm opinions and test their convictions.
- 2. Reduce Resistance:** The persuader's goal for a moderately resistant audience should be to reduce resistance and get the audience closer to a condition of neutrality. Accepting the legitimacy of different viewpoints might open the door to a more receptive attitude.
- 3. Change Attitude:** The persuader can attempt to successfully change the audience's attitudes while they are largely uninterested or ambivalent. The objective is to influence their opinion in favour of the desired stance by providing strong arguments and supporting data.
- 4. Amplify Attitude:** When audiences are already somewhat sympathetic to the persuader's point of view, the emphasis moves to bolstering those attitudes. It becomes crucial to fortify their adherence to the position and provide them with refuting evidence for opponents.
- 5. Gain Behaviour:** When the audience fervently agrees with the persuader's viewpoint, the natural goal is to elicit action and prod them to actively act upon their convictions.



3.8.2 *How to Persuade?*

To be effective, a communicator must use a number of tried-and-true strategies that build credibility and engage listeners on both rational and emotional levels.

1. The basis for persuasion is credibility. In order to win the audience's confidence and respect, a persuader must demonstrate their experience, knowledge, and track record of sound judgement.
2. By framing the persuader's argument in a way that both parties may benefit, you can increase the likelihood that your argument will be accepted.
3. When the audience fully understands the benefits of accepting the suggested idea or action, persuasion is more successful.
4. A persuasive speaker can utilise a variety of facts, visuals, analogies, anecdotes, and statistical data to make their position captivating and memorable by appealing to both logic and emotions.
5. It's important to recognise and acknowledge the audience's emotions. In order to connect with the audience's emotions, a persuasive communicator can use empathy and emotional appeals.

3.8.3 *How to Avoid Pitfalls of Persuasion?*

Not all attempts at persuasion are successful, and some strategies may backfire. Here are some frequent mistakes to avoid:

1. **Avoid being Direct:** Putting up a firm stance too soon may invite criticism. A persuasive speaker must be skillful in presenting their position and introduce it gradually.
2. **Accept Compromise:** Accepting compromise does not mean giving in; rather, it is a chance to develop lasting answers that both sides can agree on.
3. **Beyond Strong Arguments:** Persuasion involves more than just making compelling arguments. Credibility, the capacity for mutually agreeable framing of positions, the capacity for emotional connection, and vivid communication are all crucial.



4. Patience and Persistence: Successful persuasion frequently calls for iterative approaches that include listening, reframing, and embracing concessions. It is a procedure that necessitates endurance and patience.

The ability to persuade others is a crucial talent for communicators to master. People can become persuasive leaders who inspire action by comprehending the various goals of persuasion, using powerful strategies, and avoiding frequent traps. The art of persuasion can open doors, influence opinions, and produce extraordinary results in business, politics, and everyday interactions. With information and empathy in hand, set out on this voyage of influence, and let the genuine power of persuasion loose.

PRACTICE QUESTIONS

1. What is persuasion?
2. Why are Persuasion Skills important?
3. If Raghav has to persuade his client for buying his company's product in bulk, with a price that is slightly more than what other companies are offering him, how should he persuade the client?

3.9 Public Relations

Organisation's endeavour is to maintain goodwill and understanding with the public with which it deals with or targets for future relationship/collaboration. This is incessant and inevitable to any organisation's growth. It was Thomas Jefferson who substituted the phrase 'state of thought' with 'public relations' in his seventh speech to the United States Congress. It is very important to know about Public Relations (PR) as it is an essential component of any organisation's strategic communication.

"Public relations is the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends."
—Cutlip, Center and Broom

"Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics."
—Institute of Public Relations, USA



“Public relations is the attempt by information persuasion and adjustment to engineer public support for an activity, cause, movement or institution.”
—Edward L. Bernays

PR refers to the vital correspondence from an organisation to the general public in order to maintain or grow an organization’s public image. Corporate organisations place a high value on their public image. It is very essential for any organisation to maintain its relationship with all its stakeholders and the general population to flourish. Public relations activities provide the proper flow of information between the organisation and its target audience. Public relations go a long way toward maintaining an organization’s brand image in the eyes of its members, partners, investors, and everyone else who is involved with it. It aids in maintaining the image of any brand or the organisation in the eyes of general public.

PR is a planned, sponsored, and evaluated process that attempts to build mutually beneficial ties between an organisation and its public through two-way interchange methods. Public relations is the act of not only safeguarding but also boosting the standing of a given organization/firm. Advertising has become a critical demand in current times when each organisation works hard to maintain its image. It is critical for each organisation to communicate effectively with its target audience.

A professional public relations executive is in charge of developing and implementing a public relations strategy, assisting a company or individual in developing a positive reputation through various neglected or procured channels and configurations, for example, press, social media, and in-person commitment.

Over the years, public relations (PR) has seen a tremendous transition, shifting from traditional tactics to embracing the potential of social media. Public relations has moved its focus from primarily addressing journalists to reaching a broader audience. The evolving landscape of public relations today stresses contact, feedback, and insight, transforming it into an essential accelerator for modern organisations and entrepreneurial initiatives. The movement of public relations from traditional to social media has transformed how businesses interact with their audiences. By embracing two-way communication, public relations has become a potent accelerator for growth and innovation. As organisations adapt to



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the ever-changing world of communication, public relations will remain a critical component of their success.

Many people believe that public relations is only about promoting an organisation, however most public relations work entails ensuring that the public has an accurate impression of the organisation, even if they don't agree with what it does. The practise of public relations is concerned with the reputation of organisations (or products, services, or individuals) in order to gain understanding and support.

3.9.1 *Functions and Activities of PR*

Public Relations (PR) is a strategic and versatile strategy that organisations use to create and maintain connections with their stakeholders in the fast-paced world of communication. Let's look at the various roles of public relations and how they play an important part in establishing an organization's image, facilitating communication, and assuring its advancement and success.

- 1. Building Confidence and Trust in Investor Relations:** Investors have a vested interest in an organization's growth and success. Shareholder communications are managed by public relations executives, who ensure transparency and encourage investor confidence in the organisation's future.
- 2. Making Lasting Impression in Media Relations:** One of the most important aspects of public relations is media relations, in which experts attempt to obtain news coverage and communicate information about the organisation and its offerings to a wider audience. This practise enables firms to efficiently reach their target customers via print, broadcast, and digital media.
- 3. Crisis Management:** Crisis management is an important function of public relations. Public relations experts are trained to handle unexpected crises that threaten an organization's reputation or operations. They devise crisis communication tactics in order to respond quickly to issues, limit damage, and sustain stakeholders' trust.
- 4. Disseminating Organizational Information through Press Releases:** Press releases are formal statements issued by a company that promotes its operations, choices, and accomplishments. Press releases



are used by public relations experts to increase awareness of an organization's initiatives and milestones. These press releases are sent to media sources for distribution.

5. **Protecting Online Presence through Reputation Management Strategies:** To establish and protect an organization's digital image, public relations experts monitor and manage its online presence, responding to reviews, comments, and feedback.
6. **Understanding Public Perception through Research:** Research is important in public relations because it allows for a two-way communication paradigm between a business and its audience. Public relations experts perform research to better understand the public's views, habits, and perceptions. This information enables firms to customise their communication efforts and respond to their target audience's changing needs.
7. **Internal Communications and Employee Relations:** PR is responsible for creating effective internal communications within an organisation, in addition to external communications. Public relations experts oversee internal communication channels such as web postings, memoranda, and newsletters, as well as client assistance.
8. **Data Management: Managing Information Flow:** The PR experts also share crucial information with the important parties as they are responsible for the management and interpretation of the data in the database of any organisation.
9. **Counselling as a Tool for Organizational Communication:** Public relations experts serve as consultants to senior management by providing advice and counsel on communication plans and strategies. They hold great stake in making policies and taking decision within an organisation, ensuring that information is disseminated effectively to the public.
10. **Bridging the Product Promotion Gap:** Within marketing communications, public relations (PR) serves as a critical interface between a company and the general public. Public relations experts plan and carry out planned initiatives to market products and services and build a positive brand image.

Public relations comprises a wide range of functions that contribute to an organization's communication, perception, and growth. PR has a diverse



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function in developing strong ties with stakeholders, from media relations to employee engagement and investor trust. Understanding the various aspects of public relations allows professionals to leverage its potential to promote success and wealth for their organisations.

PRACTICE QUESTIONS

1. Why is PR essential for any organisation?
2. What are the activities of PR?

3.10 Summary

- ◆ Presentations are crucial for business communication because they convey concepts, facts, and logical arguments. In order to successfully communicate, engage listeners, and produce the necessary results, they make use of verbal, visual, and nonverbal techniques. Content organisation, effective verbal communication, graphic aids, multimedia, audience involvement, and leadership are all aspects of presentation abilities. A well-structured presentation enhances one's professional image, indicates subject matter expertise, and makes complex material easier to understand. Gaining the respect and trust of stakeholders such as clients, stakeholders, and co-workers through oral presentations is essential for professional development. Organise content, tailor it to the audience's background, establish the presentation's goal, engage the audience, practise, and use visual aids like slides and multimedia if you want to produce an oral presentation that is effective. It's crucial to keep a concise, clear structure while still being flexible in response to the audience's reactions. For visually presenting data, concepts, and proposals, PowerPoint presentations are common tools.
- ◆ A group is any psychologically related collection of individuals who interact to advance moral principles, gather data, and address issues. They have a hierarchical structure and concentrate on debating issues, resolving challenges, and coming to an agreement on solutions. Three things make a group successful: planning, participation, and purpose. Participants must be upbeat, knowledgeable, alert, and receptive to the perspectives of others. Group conversations in business school are



important for application and reveal a person's personality and capacity for leadership or teamwork. Flexibility, assertiveness, inventiveness, motivation, knowledge, and communication skills are important traits.

- ◆ Telephonic communication is crucial for professionals and organizations due to its instant reactions, decision-making, and equalization. However, it has disadvantages like barriers, voice modulation, network inefficiency, misinterpretation, and difficulty determining the appropriate time to call. Preparation is essential, including using features like re-dialing buttons, number display, and call-transfer facilities. Be brief, precise, and clear before making a call, keep necessary documents, and greet the caller. Teleconferencing allows participants to interact without physical presence, but organizers must be punctual, aware of the conference's order, and be a good listener.
- ◆ Negotiation is a complex process involving two parties working together to reach a common goal. It can occur in formal and informal situations, with formal discussions focusing on labor disputes, union strikes, or worker demands. The process has four stages: opening, exchange of information, change of position, and closing. In the first stage, parties socialize, form relationships, and analyze each other's viewpoints. In the second stage, information is exchanged, and expectations are placed. In the third stage, parties negotiate issues to their advantage, persuading each other to accept their point of view and make compromises. In the final stage, parties bargain to achieve the best possible deal. To achieve the best result, a combination of cooperative and competitive negotiating strategies is recommended. Prioritizing needs and objectives is crucial, and the final decision should be final, without revisions.
- ◆ Interviews are essential for professional growth and decision-making. Candidates must research the organization, read job descriptions, and present a well-prepared CV/Resume/Bio. Dress appropriately, be active listeners, maintain positive body language, and use gestures naturally. Job interviews can be conducted in various ways, including face-to-face, telephonic, video, or panel interviews. To be effective in online interviews, check physical and mechanical elements, familiarize with platforms, be well-prepared, have necessary documents, and use appropriate facial gestures and body language.



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- ◆ Persuasion is a crucial communication skill that influences opinions, motivates actions, and changes behavior. Effective leadership requires understanding purpose, selecting appropriate actions, appealing to diverse audiences, and using credible tactics. Developing these abilities can lead to persuasive leadership in various fields.
- ◆ PR is a vital aspect of an organization's strategic communication, focusing on maintaining goodwill and understanding with the public. It establishes mutually beneficial relationships and helps maintain an organization's brand image. PR has evolved from traditional tactics to social media, and today, it is essential for modern organizations and entrepreneurial initiatives. It plays various roles, including building trust, media relations, crisis management, press releases, reputation management, public perception research, internal communication, employee relations, data flow management, consulting, and product promotion. Understanding these aspects enables professionals to leverage PR's potential for success and wealth.

3.11 Self-Assessment Questions

1. How does the chapter delve into the dynamics and characteristics of successful groups, and why is it important to understand each participant's role in a group discussion?
2. What are some tips and insights provided by the chapter to enhance communication abilities in the modern landscape?
3. What are some of the general preparations and guidelines for making and answering a phone call effectively?
4. How do group discussions at business schools differ from those in a corporate setting, and what are the traits that one needs to develop to be successful in them?
5. What are some challenges and considerations in organizing and participating in a teleconference meeting?
6. From what you have learned in the module, prepare an interview of your choice and make comments on it while focusing on the answers of the interviewee.
7. Explain how an online interview is different from a face-to-face interview and what are the key steps to prepare for an online interview.



8. Explain the significance of PR in professional life and how you can be effective at it.
9. What is the role of speaking skills in the functioning and effectiveness of a PR? Elaborate.
10. Referring to Robert B. Cialdini's 6 Ways of Persuasion, explain your own understanding of different ways of persuasion with examples.
11. Share your views on how persuasion can be used in everyday life and expand your views on its use in professional settings.

3.12 References & Suggested Readings

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Writing Skills - I

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STRUCTURE

- 4.1 *Learning Objectives*
- 4.2 *Introduction*
- 4.3 *Summary & Paraphrase*
- 4.4 *Letter Writing*
- 4.5 *Report*
- 4.6 *Memos, Office Orders, Minutes*
- 4.7 *Summary*
- 4.8 *Self-Assessment Questions*
- 4.9 *References & Suggested Readings*

4.1 Learning Objectives

- ◆ In today's professional landscape, strong writing skills are indispensable for maintaining a professional outlook and advancing in one's career. This section is dedicated to exploring the diverse range of writing skills utilized in organizational settings. By mastering these skills, students can cultivate a professional demeanor and equip themselves with essential tools to thrive in their professional lives.
- ◆ The primary aim of this unit is to develop practical writing techniques that students can seamlessly integrate into their day-to-day lives. These skills will empower students to communicate effectively, express ideas coherently, and adapt to the demands of the job market. Through comprehensive instruction and hands-on practice, students will gain valuable insights into the intricacies of professional writing, enabling them to navigate the nuances of various written communication formats.



- ◆ Furthermore, this unit goes beyond mere theoretical knowledge by providing students with first-hand experience and exposure to the realities of the job market. By gaining practical skills and understanding the expectations of a professional setting, students can effectively bridge the gap between academic learning and real-world applications. This comprehensive approach fosters a holistic understanding of professional writing, equipping students with the necessary tools to excel in their chosen careers.
- ◆ To ensure accuracy and provide a clear understanding of the subject matter, the information presented in this unit has been thoroughly researched and curated. Each aspect of writing skills is presented in a detailed and informative manner, covering essential topics and offering practical insights. The aim is to provide students with accurate and comprehensive information that addresses their research needs and facilitates a deep understanding of the subject matter.
- ◆ In order to further enhance comprehension and support the information presented, additional in-depth explanations and supplementary details will be provided. This will enable students to gain a better understanding of the concepts, principles, and techniques discussed throughout the unit. By offering a comprehensive and detailed exploration of the subject matter, students will have a solid foundation to build upon and confidently apply their newfound knowledge in their academic and professional pursuits.
- ◆ Through this unit, students will embark on a transformative journey of honing their writing skills, gaining practical expertise, and developing a professional mindset. By embracing the principles and techniques presented, students will be well-prepared to navigate the complexities of professional communication and unlock their true potential in their chosen fields.

4.2 Introduction

In this Unit- Writing Skills I, we will explore the essential writing skills that form the backbone of effective professional communication. As professionals, it is crucial to develop the ability to convey ideas clearly and concisely in various written formats commonly used in organizations.



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In the realm of professional communication, the art of summarization and paraphrasing holds immense importance. The ability to distill complex information into concise summaries and rephrase ideas while preserving their essence is a valuable skill. Throughout this section, we will dive into the techniques and strategies of creating meaningful summaries and perfecting the art of paraphrasing. Through solved examples, you will learn practical approaches to summarize and paraphrase given texts effectively.

Professional reports, letters, memos, office orders, and minutes of meetings are fundamental elements of written professional communications. These forms of business correspondence play a critical role in conveying important information, documenting decisions, and facilitating effective communication within an organization. While modern advancements have ushered in digital platforms for communication, it is essential to grasp the principles and best practices of crafting these documents. In this section, we will delve into the structure, tone, and content of professional reports, letters, memos, office orders, and minutes of meetings. We will explore proven writing techniques, strategies for organizing information, and guidelines to maintain professionalism in these written forms.

It is fascinating to witness how professional correspondences have evolved with the rise of digital platforms. Traditionally, these important communications were conveyed through mail or displayed on physical notice boards within organizations. However, as technology progresses, professional reports, official letters, memos, office orders, and minutes of meetings are increasingly being disseminated through online channels and organizational websites. Although these traditional forms of communication are now categorized in this section for convenience, it is important to acknowledge their historical significance. Memos and office orders, even today, continue to be prominently displayed on notice boards, ensuring information reaches all stakeholders. Minutes of meetings are diligently recorded by assigned members, capturing the discussions and outcomes. While digital modes are becoming the norm, these forms of professional correspondence still hold a significant place in the realm of professional communication and writing skills. From the earliest times, the act of noting down information has been conveyed through written form, and professional correspondence aligns with this enduring practice.



By immersing ourselves in the exploration of these writing skills, we lay a strong foundation for effective professional communication. In the subsequent chapters, we will delve deeper into each aspect, providing comprehensive insights, practical exercises, and further guidance to refine your writing proficiency. As we journey through this unit, we will unlock the secrets to becoming adept at written communication in a professional setting, enabling you to express your ideas with clarity, precision, and impact. Let us embark on this transformative path of mastering writing skills for effective professional communication.

4.3 Summary & Paraphrase

4.3.1 Summary

Summarization is a skill that empowers individuals to distill and shorten lengthy messages, texts, or discussions into concise and impactful forms. The ability to effectively summarize showcases one's proficiency in articulating thoughts clearly and concisely. This chapter explores the art of summarization, highlighting its relevance in various contexts beyond academics, such as professional communication and business settings.

In the realm of professional communication, professionals often find themselves in situations that demand quick and efficient summarization of events, meetings, functions, and extensive write-ups. Summarizing information is not only an essential writing skill but also a time-saving technique in professional settings. The ability to communicate concisely and precisely enhances one's effectiveness in conveying key messages within the confines of busy professional environments. The art of summarization enables professionals to capture the essence of complex information and communicate it efficiently, leading to improved communication skills and greater impact. Effective professional communication relies on brevity and precision. By honing the skill of summarization, professionals can deliver clear and concise messages that cut through complexity and capture the attention of their audience. Whether it's crafting concise emails, delivering succinct presentations, or composing concise reports, the ability to convey information efficiently is a hallmark of effective professional communication. The art of summarization equips professionals with the ability to



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distill complex ideas into succinct and impactful summaries, enhancing their communication skills and contributing to their professional success.

The primary objective here is to equip individuals with the necessary tools and techniques to effectively summarize lengthy messages, texts, or discussions in a professional context. By mastering the art of summarization, participants will be able to convey their viewpoints in the most concise and impactful manner possible, saving time and delivering messages with clarity and precision. The module aims to enhance professional communication skills, enabling individuals to excel in various professional domains where brevity and effective communication are highly valued.

Effective summaries provide a snapshot of the main points, key arguments, and crucial details of a text, enabling readers to grasp the core message without going through extensive content. By employing summary writing techniques, professionals can demonstrate their ability to distill complex information, create succinct representations, and convey the essential elements of a message efficiently. By embracing the power of summarization, individuals can become adept at delivering clear and impactful messages in professional settings. Before delving into the techniques of summary writing, it is crucial to understand the importance of this skill.

Importance

- ◆ Summarization condenses lengthy information into concise forms, saving time for both the writer and the reader. For example, a business executive might summarize a lengthy market research report into a one-page executive summary, allowing them to quickly grasp the key findings and make informed decisions.
- ◆ Effective summaries capture the main points, key arguments, and crucial details of a text, enabling quick comprehension and understanding. For instance, a journalist writing a news article might provide a concise summary at the beginning, highlighting the key events and facts of the story to engage readers and provide an overview before delving into the details.
- ◆ Summaries help professionals navigate through a vast amount of information, allowing them to extract relevant insights and make



informed decisions. An academic researcher conducting a literature review can benefit from summaries of scholarly articles, which provide a condensed version of the study's methodology, findings, and implications, helping them identify relevant sources efficiently.

- ◆ The art of summary writing enhances communication skills, as it requires the ability to distill complex ideas into clear and concise messages. A marketing professional crafting a product description for an advertisement must summarize the features, benefits, and unique selling points of the product in a succinct manner to engage potential customers effectively.
- ◆ Summarization is essential in professional settings where brevity and precision are valued, enabling professionals to deliver impactful messages. A project manager conducting a team meeting may provide a concise summary of the project status, highlighting key achievements, challenges, and upcoming milestones, allowing team members to stay informed and aligned.
- ◆ Summaries serve as valuable tools for knowledge management, aiding in organizing and disseminating information within an organization. In a corporate training session, a trainer might provide a summary of the key concepts and takeaways at the end of each module, helping participants consolidate their learning and retain the essential information.
- ◆ By mastering the skill of summarization, professionals can communicate effectively in various contexts, such as reports, emails, presentations, and meetings. A sales representative crafting a persuasive sales pitch might summarize the unique selling points of a product in a succinct and compelling manner to capture the client's attention and generate interest.
- ◆ Summaries play a crucial role in academic settings, helping students showcase their understanding of a topic and write crisp and focused answers. For example, a student preparing for an exam might create summary notes for each subject, highlighting the key concepts and theories to aid in revision and retention.
- ◆ In the era of information overload, summaries provide a means to filter and prioritize information, ensuring that key insights are not



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overlooked. A content marketer curating industry news might provide summaries of relevant articles, saving readers' time and enabling them to stay updated on the latest developments in their field.

- ◆ The ability to create effective summaries demonstrates one's proficiency in articulating thoughts clearly and concisely, enhancing overall communication abilities. A project team leader delivering a progress report to senior management might provide a concise summary of the project's achievements, challenges, and next steps, showcasing their ability to deliver key information effectively and make a strong impact in a limited timeframe.

It's very clear that summarizing is very advantageous to people from varied professions. Let us now understand the ways to write an effective summary.

Steps to Write a Summary

Writing a summary involves condensing a larger piece of information into a concise and coherent form. Follow these step-by-step points to create an accurate and well-crafted summary while considering all the provided guidelines:

- ◆ **Read and Understand the Source Material:** Carefully read the source material, whether it's an article, report, or any other text. Gain a thorough understanding of the main ideas, key arguments, and supporting details.
- ◆ **Identify the Main Points:** Determine the main points or central ideas of the text. These are the essential elements that capture the essence of the content.
- ◆ **Exclude Irrelevant Details:** Eliminate any unnecessary details, examples, or tangential information that does not significantly contribute to the main ideas. Focus on the core concepts and supporting evidence.
- ◆ **Use Your Own Words:** Summarize the information using your own words and writing style. Avoid directly copying sentences or phrases from the source material to maintain originality.
- ◆ **Preserve the Original Context:** Maintain the context and meaning of the original text while condensing it into a summary. Ensure that the summary accurately represents the intended message.



- ◆ **Be Concise and Clear:** Keep your summary concise and to the point. Use clear and straightforward language, avoiding unnecessary jargon or complex sentence structures.
- ◆ **Emphasize the Main Ideas:** Highlight the main ideas and central arguments while providing sufficient supporting details to maintain coherence and clarity.
- ◆ **Ensure Coherence and Flow:** Check that the summary flows logically and smoothly. Use transitional words or phrases to connect ideas and maintain coherence throughout the summary.
- ◆ **Review and Revise:** After writing the summary, review it for accuracy, clarity, and coherence. Revise as necessary to improve the overall quality of the summary.
- ◆ **Trim and Fine-tune:** If needed, trim any unnecessary words or phrases to make the summary more concise without sacrificing its essence or accuracy.
- ◆ **Check for Accuracy:** Double-check the summary to ensure that it accurately represents the main ideas and key details of the original text. Avoid introducing any misleading or distorted information.
- ◆ **Follow Length Guidelines:** Aim for a summary that is approximately one-third the length of the original text. For instance, if the original passage is 150 words, try to condense it to around 50 words, with a maximum limit of 70 words.
- ◆ **Divide and Consolidate:** Summarize the given text in parts, consolidating approximately 3-4 lines of the original text into one line for the final summary.
- ◆ **Stay True to the Original:** Restrict your summary to the content of the original text, avoiding the inclusion of information not present in the original.
- ◆ **Combine Sentences:** Consolidate multiple sentences into one, using conjunction words (e.g., 'and', 'or', 'but', 'nor') to connect words and phrases effectively.
- ◆ **Eliminate Unnecessary Details:** Avoid including quotes, excessive data, or redundant facts in the final summary. Focus on the essential information while maintaining coherence and clarity.



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- ◆ **Utilize Abbreviations:** When appropriate, use commonly accepted abbreviations to further shorten the text while ensuring clarity and widespread recognition.
- ◆ **Draft, Edit, and Refine:** Begin with a larger draft, then edit and refine it to condense and shorten the summary. This approach allows for easier reduction of length while preserving accuracy and relevance.
- ◆ **Provide Relevant Details:** Always include the title and necessary details at the top of your summary, ensuring proper context and attribution.
- ◆ **Maintain Format Flexibility:** While there is no fixed format for summaries, adhering to the provided guidelines ensures accuracy and facilitates the writing process while effectively condensing the original text.

Here are some examples of Summarizing for your better understanding.

EXAMPLE 1:

Passage: “Climate change is an urgent global issue that requires immediate attention. The Earth’s climate is rapidly changing due to human activities, primarily the burning of fossil fuels and deforestation. These actions release greenhouse gases into the atmosphere, trapping heat and causing a rise in global temperatures. The consequences of climate change are wide-ranging and severe. We are witnessing more frequent and intense extreme weather events, such as hurricanes, droughts, and heat waves. The melting of polar ice caps and glaciers is leading to rising sea levels, threatening coastal communities and ecosystems. Moreover, climate change is exacerbating food and water scarcity, impacting agriculture and posing risks to human health. Addressing climate change requires collective action, including reducing greenhouse gas emissions, transitioning to renewable energy sources, and implementing sustainable land-use practices. By taking immediate and effective measures, we can mitigate the impacts of climate change, protect our planet, and secure a sustainable future for generations to come.” **(154 words)**

SUMMARY:

1. Climate change, caused by human activities like burning fossil fuels and deforestation, is a pressing global issue. It leads to rising



temperatures, extreme weather events, melting ice caps, and food scarcity. Urgent action, such as reducing greenhouse gas emissions and transitioning to renewable energy, is needed to mitigate its severe impacts. **(51 words)**

- Climate change, resulting from human activities like burning fossil fuels and deforestation, is an urgent global issue. It causes rising temperatures, extreme weather events, melting ice caps, and food scarcity. Immediate action, including reducing greenhouse gas emissions and transitioning to renewable energy sources, is essential to mitigate its severe impacts and secure a sustainable future. **(55 words)**

Explanation: The summary of the given passage has been crafted by condensing the key information and main ideas while maintaining the essence of the original text. The focus was on capturing the urgency and global nature of climate change, the causes (burning fossil fuels and deforestation), and the resulting consequences such as rising temperatures, extreme weather events, melting ice caps, and food scarcity. The summary emphasizes the need for immediate action, including reducing greenhouse gas emissions and transitioning to renewable energy sources, to mitigate the severe impacts of climate change and ensure a sustainable future. The goal was to convey the main points concisely and effectively while retaining the critical elements of the original passage.

EXAMPLE 2:

Passage: Here's a paragraph taken from an article titled "The Importance of Emotional Intelligence in Leadership" by Daniel Goleman on the Harvard Business Review website:

Original paragraph (source: <https://hbr.org/2015/04/the-importance-of-emotional-intelligence-in-leadership>):

"Emotional intelligence sets great leaders apart from the rest. It's not uncommon for leaders to get so caught up in their own success and ambitions that they overlook the impact they have on their team. But, the most effective leaders are those who possess emotional intelligence – a set of skills that enable them to understand and manage their own emotions



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and effectively navigate the emotions of others. By being attuned to their own feelings and the feelings of those around them, emotionally intelligent leaders are better able to create a positive work environment, build strong relationships, and inspire their team members to perform at their best. They are adept at recognizing and managing their own emotions, which helps them stay calm under pressure and make well-informed decisions. Additionally, they possess empathy and are able to understand and connect with the emotions of their team members, fostering trust and collaboration. Emotionally intelligent leaders also excel in communication, as they are able to express themselves clearly and listen actively to others. They are aware of the impact their words and actions have on others and are skilled at delivering feedback and handling conflicts in a constructive manner. Overall, emotional intelligence plays a vital role in effective leadership, driving better employee engagement, higher productivity, and a positive work culture.” **(216 words)**

SUMMARY:

1. Emotional intelligence distinguishes exceptional leaders by enabling them to understand and manage their own emotions and navigate others' emotions. They create a positive work environment, build relationships, and inspire their team. Recognizing and managing emotions, possessing empathy, excelling in communication, and handling conflicts constructively contribute to effective leadership, driving employee engagement, productivity, and a positive work culture. **(105 words)**
2. Emotional intelligence is a key trait that sets great leaders apart. By understanding and managing their own emotions and empathetically navigating the emotions of others, emotionally intelligent leaders create positive work environments, build strong relationships, and inspire high performance. They excel in communication, handle conflicts constructively, and drive employee engagement, productivity, and a positive work culture. **(105 words)**

Explanation: The summary of the original passage was achieved by carefully analyzing the key concepts and main ideas presented. The goal was to capture the essence of the original text while condensing it into a concise form.



The summary begins by highlighting the importance of emotional intelligence in distinguishing great leaders. It emphasizes that leaders often overlook the impact they have on their team due to their own success and ambitions. However, effective leaders possess emotional intelligence, which enables them to understand and manage their own emotions and navigate the emotions of others.

By being attuned to their own feelings and the feelings of those around them, emotionally intelligent leaders create positive work environments, build strong relationships, and inspire their team members to perform at their best. The summary highlights that emotionally intelligent leaders have the ability to recognize and manage their own emotions, which helps them remain calm under pressure and make well-informed decisions. Additionally, they possess empathy and the capacity to understand and connect with the emotions of their team members, fostering trust and collaboration.

The summary also emphasizes that emotionally intelligent leaders excel in communication. They can express themselves clearly and actively listen to others. They are aware of the impact their words and actions have on others and possess the skills to deliver feedback and handle conflicts in a constructive manner. Overall, emotional intelligence plays a vital role in effective leadership by driving better employee engagement, higher productivity, and a positive work culture.

By summarizing the original passage, the key points and essential information were distilled into a more concise form. The aim was to provide a clear understanding of the importance of emotional intelligence in leadership while maintaining the main ideas and supporting details.

PRACTICE QUESTIONS

1. How can summarizing information help professionals save time and communicate more effectively in a professional setting?
2. What are the key considerations when writing a summary, in terms of length and maintaining the original context?
3. Why is it important to focus on the main ideas and central arguments when creating a summary?



4.3.2 Paraphrase

In the previous section of this module, we embarked on an exploration of the topic of Summary and delved into the art of crafting effective summaries. Through our exploration, we discovered that summarizing involves condensing a lengthy passage into a concise version, highlighting the significance of precision and brevity in conveying the main points and key ideas. To reinforce our understanding, we engaged with solved examples that provided practical illustrations of the summarization process. Now, let's redirect our attention to the concept of paraphrasing and its vital role in professional settings.

Paraphrasing is the act of rephrasing or restating someone else's words or ideas in your own words, without altering the original meaning. It is an essential skill in academic writing, research, and other forms of communication, allowing individuals to incorporate external information while maintaining their own voice and integrity. When paraphrasing, it is crucial to ensure that the content is free from plagiarism, meaning it does not infringe on the original author's intellectual property rights.

To paraphrase effectively, one must understand the source material thoroughly. Start by reading the original text multiple times to grasp its main points, arguments, and supporting details. Then, put the original text aside and attempt to express the same concepts in your own words.

While paraphrasing, avoid copying verbatim phrases or sentences from the source. Instead, focus on conveying the original message using different vocabulary, sentence structure, and sentence length. Additionally, consider the appropriate context and purpose of your writing, as this may influence the level of detail or emphasis you provide. It is crucial to maintain accuracy and ensure that the meaning of the original text remains intact. A helpful technique is to break down the original content into smaller segments or ideas and then restructure them in a coherent manner. This process allows for a deeper understanding of the material and facilitates effective paraphrasing.

To further enhance the originality of your paraphrased content, consider incorporating your own insights, examples, or interpretations. This not only strengthens your engagement with the topic but also adds value to the information being conveyed. By infusing your personal perspective,



you contribute to the authenticity and uniqueness of the paraphrased content. Once you have completed your paraphrasing, compare it with the original text to ensure accuracy and avoid unintentional plagiarism. Check that you have not inadvertently retained any phrases or ideas from the source without proper citation. It is important to provide appropriate credit to the original author by citing the source in the required format, such as using in-text citations and a comprehensive reference list.

Lastly, proofread your paraphrased content for clarity, coherence, and overall quality. Ensure that the meaning is retained and that the text flows smoothly. Reviewing your work can help identify any potential errors or areas that require improvement.

In summary, paraphrasing is the process of restating someone else's words or ideas in your own words. It is an important skill that allows individuals to integrate external information into their own work while avoiding plagiarism. By understanding the source material, using different vocabulary and sentence structures, and adding personal insights, one can create paraphrased content that is both original and accurate.

Importance

- ◆ **Enhanced Understanding:** Paraphrasing allows us to comprehend a given text more effectively by expressing it in our own words, aiding in better assimilation and interpretation of the information.

Example: Paraphrasing a complex research paper helps us grasp the key concepts and arguments, enabling us to internalize and apply the knowledge in our own work.

- ◆ **Research and Academic Writing:** Effective paraphrasing is a crucial skill in higher education, particularly in research papers, dissertations, and theses. It enables scholars to present ideas from multiple sources in their own voice, showcasing their understanding of the subject matter.

Example: Paraphrasing research findings and scholarly articles demonstrates a researcher's ability to synthesize information and contribute to academic discourse.

- ◆ **Cultivating Originality and Creativity:** By paraphrasing, we develop a habit of producing original content and promoting creativity in our writing and communication.



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Example: Paraphrasing allows us to present information in a unique and innovative way, fostering our ability to think critically and express ideas from a fresh perspective.

- ◆ **Improved Comprehension Skills:** Paraphrasing serves as a valuable skill for writing blogs, books, and other forms of content creation. It enhances our ability to comprehend complex ideas and communicate them effectively to a broader audience.

Example: Paraphrasing challenging concepts in a blog post helps readers grasp the main ideas without overwhelming them with technical jargon, making the content more accessible and engaging.

- ◆ **Professional Collaboration and Documentation:** In a professional setting, paraphrasing plays a significant role in conducting group projects, writing group reports, and documenting essential paperwork. It ensures accurate representation of information while avoiding plagiarism.

Example: Paraphrasing during team discussions enables members to synthesize diverse perspectives into a cohesive report, showcasing collaborative efforts and generating original insights.

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Example: Paraphrasing during team discussions enables members to synthesize diverse perspectives into a cohesive report, showcasing collaborative efforts and generating original insights.

Steps to Write a Paraphrase

- ◆ Understand the Source Material:
 - ◆ Read and comprehend the original text thoroughly.
 - ◆ Identify the main ideas, key arguments, and supporting details.
- ◆ Put the Original Text Aside:
 - ◆ Set aside the original text to avoid copying phrases or sentence structures verbatim.
 - ◆ Rely on your understanding of the content rather than relying on the exact wording.
- ◆ Express the Main Idea in Your Own Words:
 - ◆ Summarize the main idea or thesis statement of the original text in a clear and concise manner.
 - ◆ Use your own vocabulary and sentence structure to restate the idea.



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- ◆ Break Down the Original Content:
 - ◆ Divide the original content into smaller segments or ideas.
 - ◆ Analyze each segment to understand its meaning and significance.
- ◆ Paraphrase Each Segment:
 - ◆ Rewrite each segment using different words, phrases, and sentence structures.
 - ◆ Ensure the paraphrased version retains the original meaning and accurately represents the content.
- ◆ Leverage Freedom and Improvisation:
 - ◆ Utilize the freedom to rephrase and improvise in your paraphrase.
 - ◆ Replace original words with synonyms and rearrange sentence structures while maintaining coherence.
- ◆ Understand and Convey the Meaning:
 - ◆ Fully grasp the meaning of the original text before writing your paraphrase.
 - ◆ Ensure the paraphrase captures the essence of the original idea and conveys it accurately.
- ◆ Start with a General Statement:
 - ◆ Begin the paraphrase with a general statement that sets the context, rather than using the exact statement from the original text.
 - ◆ This general statement should be applicable and relevant to the topic being discussed.
- ◆ Rearrange Words and Change Order:
 - ◆ Rephrase statements by rearranging words and changing the order while preserving the original meaning.
 - ◆ Showcase your understanding by presenting the information in a different manner.
- ◆ Consider Active and Passive Voice:
 - ◆ Utilize active or passive voice when appropriate, but avoid overdoing it.
 - ◆ Use active or passive voice to convey information effectively while maintaining clarity.



- ◆ Add Examples and Additional Information:
 - ◆ Enhance the paraphrase by including real-life examples or additional information that supports and clarifies your point.
 - ◆ Incorporate relevant details to reinforce the understanding and add depth to the paraphrased content.
- ◆ Maintain an Appropriate Length:
 - ◆ A paraphrase can be of the same length as the original text or slightly longer.
 - ◆ Aim to stay within a reasonable limit, avoiding excessive lengths and ensuring conciseness.
- ◆ Cite the Source:
 - ◆ Provide appropriate credit to the original author by citing the source using the required citation style.
 - ◆ Include in-text citations and a comprehensive reference list to avoid plagiarism.
- ◆ Review and Edit:
 - ◆ Proofread your paraphrased content for clarity, coherence, and accuracy.
 - ◆ Check for grammatical errors, sentence structure, and overall readability.

Here are some examples of Summarizing for your better understanding.

EXAMPLE 1:

Passage: “In the realm of psychology, cognitive development pertains to the intricate processes by which individuals acquire and refine their understanding, cognitive skills, and capacity for resolving problems. This captivating field of research centres around the progression and maturation of cognitive abilities, charting their evolution across various life stages from early infancy through to adulthood. Experts in cognitive development undertake investigations to uncover the fundamental mechanisms and influential elements that shape cognitive growth, encompassing genetic predispositions and environmental factors. Through delving into the intricacies of cognitive development, psychologists gain valuable insights into the intricate



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workings of human perception, information processing, memory storage, and ultimately, how these cognitive functions mould human behaviour.”

Paraphrase:

- (i) Within the domain of psychology, cognitive development encompasses the complex procedures through which individuals acquire and enhance their comprehension, cognitive aptitudes, and problem-solving capabilities. This captivating area of research revolves around the advancement and maturation of cognitive abilities, mapping their progression across various stages of life from early infancy to adulthood. Scholars specializing in cognitive development engage in investigations to uncover the underlying mechanisms and influential factors that shape cognitive growth, including genetic predispositions and environmental elements. By delving into the intricacies of cognitive development, psychologists obtain valuable insights into the inner workings of human perception, information processing, memory retention, and ultimately, how these cognitive processes shape human behaviour.

Explanation: The first paraphrase successfully rephrases the original passage by utilizing alternative vocabulary, sentence structures, and phrasing while maintaining the core meaning. It avoids directly copying any phrases or sentence constructions from the original text, ensuring that the paraphrase is in the writer’s own words. The paraphrase also condenses certain parts of the original passage, making it more concise and focused. It retains the key ideas and concepts of cognitive development, including the acquisition and refinement of understanding, cognitive skills, and problem-solving abilities. The paraphrase maintains the overall structure and progression of the original passage, presenting the information in a clear and coherent manner.

- (ii) In the field of psychology, cognitive development refers to the intricate processes through which individuals acquire and refine their understanding, cognitive abilities, and problem-solving aptitude. This captivating area of research focuses on the progression and maturation of cognitive skills across different life stages, starting from early infancy and extending to adulthood. Experts in cognitive development conduct investigations to uncover the fundamental



mechanisms and influential factors, including genetic predispositions and environmental elements that shape the growth of cognitive capabilities. By exploring the complexities of cognitive development, psychologists gain valuable insights into the workings of human perception, information processing, memory storage, and ultimately, how these cognitive functions shape human behaviour.

Explanation: The second paraphrase effectively rephrases the original passage by employing different wording and sentence structures. It ensures that there is no verbatim copying from the original text, preserving the writer's original expression. The paraphrase condenses the information by removing redundant or repetitive elements, resulting in a more concise and streamlined version. The key concepts, such as cognitive development, the progression and maturation of cognitive abilities across life stages, and the investigation of underlying mechanisms and influential factors, are retained. The paraphrase presents the information in a clear and straightforward manner, maintaining the overall flow and structure of the original passage while using the writer's unique language.

EXAMPLE 2:

Passage: “In the realm of environmental conservation, the importance of biodiversity cannot be overstated. Biodiversity refers to the variety of life forms, including plants, animals, and microorganisms, that exist within a given ecosystem. It encompasses the richness, abundance, and genetic diversity of species, as well as the intricate web of interactions and relationships between them. Biodiversity plays a crucial role in maintaining the balance and stability of ecosystems, providing a range of ecological services such as pollination, nutrient cycling, and natural pest control. It also contributes to the resilience and adaptability of ecosystems in the face of environmental changes. Additionally, biodiversity holds immense value for human well-being, serving as a source of food, medicine, and cultural heritage. Unfortunately, due to various human activities such as habitat destruction, pollution, and climate change, biodiversity loss has become a global concern. Efforts to conserve and protect biodiversity involve implementing sustainable practices, preserving natural habitats, and promoting awareness and education about the value and significance of biodiversity. By safeguarding and restoring



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biodiversity, we can ensure the long-term health and sustainability of our planet and the diverse life forms that call it home.”

Paraphrase:

- (i) The significance of biodiversity in the realm of environmental conservation cannot be overstated. Biodiversity encompasses the wide array of life forms, including plants, animals, and microorganisms, present within a specific ecosystem. It encompasses the diversity in species, their abundance, genetic variations, and the intricate connections and interactions between them. Biodiversity is instrumental in maintaining the equilibrium and stability of ecosystems, offering various ecological benefits like pollination, nutrient cycling, and natural pest management. It also contributes to the resilience and adaptability of ecosystems in the face of environmental changes. Moreover, biodiversity holds immense value for human well-being as it serves as a source of sustenance, medicine, and cultural heritage. Regrettably, human activities such as habitat destruction, pollution, and climate change have led to a global concern of biodiversity loss. Conservation efforts entail implementing sustainable practices, preserving natural habitats, and promoting awareness and education about the importance and value of biodiversity. By safeguarding and restoring biodiversity, we can ensure the long-term health, sustainability, and harmony of our planet and the diverse array of life that inhabits it.

Explanation: The paraphrase rephrases the original passage by using alternative vocabulary, sentence structures, and phrasing while preserving the core concepts. It condenses the information, conveying the importance of biodiversity in environmental conservation and its role in maintaining ecosystem balance and providing ecological services. The paraphrase emphasizes the global concern of biodiversity loss due to human activities and the need for conservation efforts.

- (ii) Biodiversity holds immense significance in the realm of environmental conservation. It refers to the wide array of life forms, including plants, animals, and microorganisms, that coexist within a given ecosystem. Biodiversity encompasses species diversity, population abundance, and the genetic variety of organisms, as well as the intricate interconnections and interdependencies between them.



Maintaining biodiversity is crucial for sustaining the equilibrium and stability of ecosystems, as it supports vital ecological functions such as pollination, nutrient cycling, and natural pest management. Additionally, biodiversity contributes to the resilience and adaptability of ecosystems, enabling them to cope with environmental changes. Beyond ecological importance, biodiversity also carries substantial value for human well-being, serving as a source of sustenance, medicinal resources, and cultural heritage. Regrettably, human-induced activities such as habitat destruction, pollution, and climate change have led to a global crisis of biodiversity loss. Conservation efforts involve implementing sustainable practices, safeguarding natural habitats, and fostering awareness about the profound value and significance of biodiversity. By protecting and restoring biodiversity, we can ensure the long-term health, sustainability, and harmony of our planet and its diverse life forms.

Explanation: The paraphrase effectively rephrases the original passage by using alternative vocabulary, sentence structures, and phrasing. It condenses the information while preserving the core concepts. The paraphrase emphasizes the importance of biodiversity in environmental conservation and its role in maintaining ecosystem balance. It highlights ecological functions such as pollination, nutrient cycling, and pest control. The paraphrase also mentions the value of biodiversity for human well-being and the global concern of biodiversity loss. It underscores the need for conservation efforts to protect biodiversity.

PRACTICE QUESTIONS

1. Explain why paraphrasing is considered an important skill in professional settings, providing examples of how it can be applied in various contexts.
2. Outline the steps involved in writing a paraphrase, emphasizing the key considerations and techniques to ensure a successful paraphrased version.
3. Discuss the significance of understanding the original text before attempting to paraphrase it. How does this understanding contribute to crafting an effective paraphrase?



4.4 Letter Writing

4.4.1 *Formal Letter*

In the professional world, the role of formal letters is undeniably significant. Formal letters are used as a key instrument of communication in a variety of situations, including business proposals, employment applications, official requests, and more. These letters are more than just a way to send a message; they also represent the writer's professionalism and regard for the recipient. As a result, mastering the art of formal letter writing is critical.

The sender's address, date, recipient's address, a courteous salutation, the substance of the letter, a polite closure, and the sender's signature are all standard components of a professional letter. Each of these elements is critical to the letter's effectiveness and professionalism. For example, the salutation sets the tone for the rest of the letter's content, but the body of the letter is where the real message is given, supporting the letter's objective.

In a job application letter, for example, the introduction may state the purpose of the letter, such as applying for a specific position, the middle paragraphs would be used to highlight the applicant's qualifications and competencies, and the concluding paragraph would re-emphasize the applicant's interest in the position, providing a call to action such as inviting a meeting or awaiting a positive response.

A formal letter's tone and language are quite important. The tone of the letter should be professional, respectful, and free of colloquial language or technical jargon that may impede comprehension. In effective formal letter writing, the balance between clearly presenting the message and keeping the reader's goodwill is critical.

Format of a Formal Letter

1. Sender's Address:

Your street address

City, State, and Zip Code

2. Date (Day, Month, Year - 27 January 2023)

**3. Recipient's Address:**

Recipient's name and title

Company name

Street address

City, State, and Zip Code

4. Salutation:

“Dear [Recipient's name and title (Mr., Mrs., Dr., etc.)],” Respected Sir/Madam

5. Subject Line (concise and to-the-point, 6-8 words/40-50 characters)**6. Body:**

The body of a formal letter is divided into three sections:

- ◆ **Introduction:** Start by explaining why you're writing the letter. This could be a single sentence or a short paragraph.
- ◆ **Main Body:** This is where you get into the details of your letter. This could be anything from a request, an explanation, or information about the specific subject you're writing about.
- ◆ **Conclusion/Call to Action:** End the letter by summarizing your main points, thanking the recipient for their time, and detailing any next steps, such as asking for a response, a meeting, or any other action.

7. Complimentary Closing:

This is your farewell statement. Phrases such as “Sincerely,” “Best Regards,” “Yours Truly,” are common in formal letters.

8. Sender's Full Name, along with Signature/Designation:

Write under the complimentary closing.

9. Enclosure (if any):

If you are including any additional documents along with the letter, mention “Enclosure” below your name and specify the documents.

10. cc: (if any):

If you're sending the letter to more than one person, use ‘cc’ - standing for ‘carbon copy’ - followed by the names of the other recipients.

Remember to maintain a professional tone throughout the letter. Keep the content clear and concise, and make sure to proofread before sending it.



Tips for Writing Effective Formal Letters

An effective formal letter necessitates meticulous attention to detail, a clear understanding of the aim, and a comprehension of established standards and expectations. Here are some important things to remember while writing a formal letter to help you communicate successfully and professionally:

- 1. Define the Purpose:** The first stage in creating a formal letter is defining its purpose. Are you looking for information, looking for a job, or making a complaint? The structure and substance of your letter will be guided by a well-defined aim.
- 2. Use the Standard Format:** It is critical to use the standard format for professional letters. This comprises the sender's address, the date, the recipient's address, the salutation, the subject, the body of the letter, the complimentary close, the sender's complete name/signature/designation, and any enclosures or cc if relevant. Write in minimum of three paragraphs (Introduction, Main Body, Conclusion). You may also have several body paragraphs, depending upon the purpose and necessity.
- 3. Keep it Short:** A good formal letter is brief and to the point. Keep your writing succinct and precise, and make sure each statement directly adds to your goal. This will help to keep your reader's attention and respect their time.
- 4. Maintain a Formal Tone:** Use formal language, avoiding slang, jargon, or colloquial language. Avoid using contractions (for example, "I am" rather than "I'm") and always spell out numbers smaller than 10.
- 5. Use Clear and Direct Language:** The recipient should not have to guess what you are attempting to communicate. To ensure that your message is comprehended, use simple, uncomplicated language. Refrain from using flowery language.
- 6. Proofread:** Typos and grammatical problems can detract from the impact of your letter and make it appear unprofessional. Always double-check your letter before submitting it.
- 7. Personalize Your Salutation:** Address your letter to a specific person wherever feasible. When the recipient's name is unknown, "Dear Sir/Madam" should only be used as a last option.



- 8. Maintain a Polite and Respectful Tone:** Regardless of the aim of your letter, maintain a respectful and polite tone. Even if you're writing a complaint letter, using a respectful tone might help your request stand out.
- 9. Write a Strong Conclusion:** In the closing paragraph, reiterate the objective of your letter and suggest a clear next step, such as "I look forward to hearing from you."
- 10. Use Correct Titles:** When addressing the receiver, use their correct title (Mr., Mrs., Dr., etc.), unless otherwise instructed.

Following these guidelines can assist you in writing formal letters that are professional, effective, and acceptable for a variety of professional contexts. Remember that formal letters are more than simply a means of communication; they also represent your professionalism and attention to detail.

EXAMPLE 1:

Letter to the Editor: You are Rajitha Vasudev. Write a formal letter to the editor of The Times of India newspaper stating the problem of potholes and recent accidents happening in your area due to that, during the rainy season. Also, appeal to the responsible authorities to take action.

241A, Gali No. 3
Govindpuri, Kalkaji
New Delhi-110019

02nd July 2022

The Editor,
The Times of India
Times House, 7 Bahadur Shah Zafar Marg,
New Delhi - 110103



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Respected Sir/Madam

Subject: Urgent Attention Required to Address Pothole Menace

I am writing to bring to your attention a grave issue that has been causing severe distress and concern in our locality. The problem of potholes on our roads has escalated to an alarming extent, particularly during this rainy season, leading to several accidents in recent weeks.

Potholes, which are a perennial issue in our area, have worsened due to the relentless monsoons this year. Their visibility reduces significantly during rains, making it extremely dangerous for commuters, particularly two-wheeler riders. In the past month alone, there have been five accidents that can be directly attributed to these potholes. Thankfully, none of these incidents have been fatal, but it is only a matter of time before we encounter a tragedy that could have been easily prevented.

I urge your esteemed newspaper to highlight this issue, thus bringing it to the attention of the relevant authorities. The municipal corporation, which is responsible for the maintenance of our roads, needs to be held accountable for its negligence and compelled to take immediate corrective action.

The rainy season has arrived, and if these potholes are not patched quickly, commuter safety may be jeopardised. The current state of the roadways is not only inconvenient but also dangerous. It is a serious subject that requires immediate action, and I urge the authorities to handle it as such.

I am hopeful that through your newspaper, the plight of the residents of our locality can be communicated effectively to those who have the power to make the required changes. Thank you for your time and consideration, and I look forward to seeing our concerns addressed in your esteemed publication.

Thank you

Yours Sincerely,

Rajitha Vasudev

EXAMPLE 2:

Letter to an Organisation: You are Kuntal Shetty. You've been selected to represent your college at an international conference. Write a formal letter to the convenor, confirming your participation and asking for any necessary details or accommodations you may need.



31/3, Block B

Jhilmil Apartments, JP Extension

New Delhi-110092

15th March 2022

The Convenor,

Women and Ecology: An Interdisciplinary Conference

Department of Environment Science,

Maharana Pratap University,

Katraj, Pune, Maharashtra- 411046

Respected Sir/Madam

Subject: Confirmation of Participation in 'Women and Ecology: An Interdisciplinary Conference'

I hope this letter finds you in good health. I am writing to formally confirm my participation as a representative from Maharaja Agrasen College, University of Delhi in the upcoming 'Women and Ecology: An Interdisciplinary Conference' that is scheduled to be held on 14th April 2022 at the Department of Environment Science, Maharana Pratap University. I am excited about this opportunity to interact with professionals and peers in the field, and look forward to sharing and gaining knowledge at this esteemed event.

While I am in the process of making the necessary arrangements for travel and stay, I would be grateful if you could provide any additional information that would be pertinent to my participation in the conference. This might include but is not limited to, a detailed schedule or itinerary, special instructions related to presentations or discussions I will be participating in, or any materials I should prepare or bring with me.

Additionally, as this will be my first time visiting New Delhi, I would appreciate any recommendations or arrangements you can provide concerning local accommodations and transportation. If the event or the associated parties have any preferred hotels or other such facilities, I would be grateful to receive that information.



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Should there be any other formalities or requirements that need to be completed before my arrival, kindly let me know. I am keen to ensure that all preparations are taken care of in a timely manner to ensure a smooth experience at the conference. Thank you for considering my request. I am eagerly looking forward to being part of the conference and making the most out of this opportunity. Kindly feel free to contact me if there is additional information required from my end.

Thank You

Yours Sincerely,
Kuntal Shetty
B.A. English (Hons.), II Year
Maharaja Agrasen College,
University of Delhi

4.4.2 Business Letter

A business letter is a fundamental tool in professional communication, serving as a formal medium for various types of professional correspondence including transactions, inquiries, quotations, and notifications. An efficiently composed business letter not only conveys the intended message but also reflects on the professionalism of the sender and their organization.

Here are the key components of a business letter:

1. **Sender's Address:** Start your business letter with your own address, following the alignment conventions of your preferred letter style.
2. **Date** (Day, Month, Year - 27 January 2023)
3. **Recipient's Address:** Address the letter to the appropriate recipient or organization, which includes their full name, title, and address.
4. **Salutation:** Use a respectful greeting. If the name of the recipient is known, use "Dear [First Name] [Last Name]." If the name is



unknown, “Dear/Respected Sir/Madam” or “To Whom It May Concern” are acceptable alternatives.

5. **Subject Line:** Provide a concise and clear subject line that summarizes the purpose of the letter.
6. **Body of the Letter:** The body of the letter contains the main content. The opening paragraph should provide a clear context for the letter, the middle paragraphs provide the necessary details, and the concluding paragraph summarizes the letter’s purpose and, if applicable, the next steps.

For example, in a business proposal letter, you might start by identifying a problem that your proposal will solve, then detail your proposed solution and how it would be implemented, and finally, summarize the benefits of the proposal and request a meeting to discuss it further.

7. **Complimentary Close and Signature:** Close the letter with a respectful sign-off such as “Sincerely” or “Best regards,” followed by your full name and title. If it’s a printed letter, include your handwritten signature above your typed name.
8. **Enclosures and cc:** If you have included additional documents with the letter, indicate this with the notation “Enclosure” or “Enc.” If the letter is being sent to anyone else besides the primary recipient, indicate this with “cc:” followed by the names of the other recipients.

Business letters need to be concise, clear, and professional. They should be free of jargon and written in an easy-to-understand language. Accuracy in detail, correct spelling, and grammar are crucial to maintain professionalism and avoid misunderstanding.

While the content is essential, presentation and format play a vital role in making the letter readable and impactful. Each paragraph should focus on a single point or idea, which makes it easier for the reader to absorb the information.

Tips to Write an Effective Business Letter:

1. **Use First Person:** Business letters should be written in the first person, using ‘I’ or ‘We’. ‘We’ should be used when you’re writing on behalf of your organization.



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- 2. Reference Previous Contacts:** Begin your letter by referring to any prior communications or contacts. Use sentences like “This is in reference to your letter dated...” or “With regard to our conversation on...”. This sets the context and refreshes the recipient’s memory.
- 3. Be Clear and Concise:** State your purpose clearly and concisely. Business letters should not be verbose. The recipient should understand the purpose of your letter quickly and clearly.
- 4. Organization and Structure:** The body of the letter should be well-organized. Start with an introduction that includes any necessary references, followed by the main message, and then a closing that refers to future actions or responses.
- 5. Request Future Action:** Business letters often include a request for future action. This is typically included in the closing of the letter. Phrases like “I look forward to your response” or “Please let us know your decision at the earliest convenience” can be used.
- 6. Closing on a Positive Note:** Always close the letter on a positive and cordial note. Use sentences like “Thank you for your consideration” or “We look forward to our continued partnership”.
- 7. Proofread:** Always proofread your letter before sending it. Check for any typos or grammatical errors and make sure all information is accurate.
- 8. Follow Up:** After the letter has been sent, remember to follow up especially if you have asked for a response or action.

Using these tips, you can write great business letters that are professional, straightforward, and courteous, ensuring that your communication is well-received and serves its objective.

EXAMPLE 3:

Write a business letter to a vendor seeking clarification on an invoice that seems to contain errors. Request a thorough explanation of all the charges.



FF5. Building No. 2
Yamuna Apartments, Patparganj
New Delhi-110092

25th August 2022

The Billing Manager,
Das Studios and Electronics Ltd.
V3S Mall, Vikas Marg, Nirman Vihar
New Delhi - 110092

Respected Sir/Madam

Subject: Request for Detailed Clarification on Invoice No. Das/2022/04/11

Dear Sir/Madam

I hope this letter finds you well. I am writing in reference to invoice number [Invoice Number] that we received on 09th April 2022. On reviewing the invoice, we found some discrepancies that we believe may be errors.

Specifically, the charges for Tripod (X34A), MiniSpy WiFi Magnet Camera and TurboMax Umbrella Light for Studio+20W Bulb appear to be incorrect based on our previous understanding and the agreed terms in the contract. We had understood the cost to be Rs. 3000, Rs. 1700 and Rs. 3500, respectively, however, the invoice lists these charges as Rs. 4000, Rs. 2000 and Rs. 4000, respectively.

We would appreciate it if you could provide a detailed breakdown of these charges for our understanding and rectification of the possible errors. Clear and transparent communication is key to our successful partnership, and we believe that this clarification will help avoid any future misunderstandings.

I kindly request you to look into this matter at the earliest and provide the necessary clarification. We would like to settle this invoice promptly, but we first need to ensure that the charges listed are accurate.



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Thank you for your prompt attention to this matter. Kindly feel free to contact me at 8802****19 or via email at sshastri@nomail.com should you need any further information.

Looking forward to your response.

Sincere Regards

Dr. Shyam Shastri

PRACTICE QUESTIONS

1. What are the key components of a formal letter? Explain each.
2. Write an application letter for a scholarship program, highlighting your academic achievements and explaining why you need the scholarship.
3. Write a formal letter of resignation from your current position, being careful not to damage any bridges.

4.5 Report

Effective communication skills are required for professional success, and report writing plays an important role in commercial contact. Reports are useful for summarising and transferring information from one person to another. They enable the presentation of facts, results, and opinions regarding a specific event or business issue, assisting in evaluation, decision-making, and planning. Understanding the essence of report writing and gaining competency in this skill is critical for effective professional communication.

A report, derived from the Latin word ‘reportare,’ which means ‘bring back,’ comprises the remembrance and presentation of events as they occurred. It is a formal document that is written to fulfil specific demands and to appeal to a certain audience. A report might include facts about a situation, project, or process, as well as an analysis and interpretation



of data, events, and records. It is based on objective and impartial presentation, based on verified data and supported by proof. A report is, in essence, a detailed account that goes beyond personal beliefs to provide significant insights.

Consider a marketing manager producing a report on the success of a recent advertising campaign. Factual data like as sales numbers, client comments, and market trends would be included in the report. It would assess the effectiveness of the campaign, interpret the findings, and develop judgments based on objective data. In addition, the report may provide suggestions for future improvements. The marketing manager provides critical information, impacts decision-making, and helps the overall success of the campaign by delivering the report to stakeholders.

4.5.1 Importance of Report Writing

1. **Communication of Information:** Reports are used to deliver essential information to persons who need it for decision-making and planning. They ensure the effective transmission of facts and insights, resulting in a thorough grasp of a certain topic or situation. For example, imagine a sales report that presents data on sales performance, customer feedback, and market trends. This report communicates essential information to the management team, enabling them to make informed decisions regarding sales strategies, product development, and customer satisfaction.
2. **Planning and Coordination:** Reports serve in the planning and coordination of business activities by delivering accurate information. They give managers a complete overview of the existing situation, allowing them to assess progress, identify areas for improvement, and develop strategic plans. For instance, a project progress report outlines the achievements, challenges, and future plans of a project. This report assists project managers in coordinating resources, allocating tasks, and making necessary adjustments to ensure successful project completion.
3. **Stakeholder Communication:** Reports are effective communication tools for stakeholders including shareholders, investors, creditors,



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customers, and the general public. They aid in the establishment of transparency, the development of trust, and the maintenance of positive relationships with important stakeholders. For example, an annual financial report provides stakeholders with a comprehensive overview of the company's financial performance, including revenue, expenses, profitability, and future projections. This report builds confidence in shareholders, attracts potential investors, and fosters trust among customers and business partners.

- 4. Decision Making:** Reports play an important part in decision-making. Reports provide a foundation for management to make educated decisions and take appropriate actions by presenting objective data, analysis, and insights. Consider a market research report that analyzes market trends, consumer behavior, and competitive landscape. This report assists business owners in making strategic decisions regarding product positioning, marketing strategies, and target audience selection.
- 5. Record-Keeping:** Reports are crucial records that document important information and activities. They serve as a historical record of past occurrences, serving as a resource for future study, audits, and legal proceedings. For instance, an incident report documents the details of an accident, workplace incident, or any other significant event. This report serves as an official record, aiding in investigations, insurance claims, and risk management.

Tips for Writing an Effective Report

- 1. Clearly Define the Purpose and Scope:** Before starting your report, clearly define its purpose, objectives, and target audience. This clarity will guide the writing process and keep your report focused and relevant.

For example, if you are writing a market research report to assess consumer preferences for a new smartphone, the purpose could be to provide insights for developing effective marketing strategies to target the right audience.

- 2. Conduct Thorough Research:** Gather relevant and reliable information from various sources such as books, articles, industry reports, surveys, and interviews. Ensure the data you collect is accurate, up-to-date, and directly related to your report's objectives.



For instance, in a financial report, gather data from financial statements, market trends, and industry reports to provide a comprehensive analysis of the company's financial performance.

Example: In a market research report on consumer preferences for a new smartphone, conduct surveys and interviews to gather data directly from potential customers. This primary research, combined with industry reports and market trends, will provide valuable insights for the report.

- 3. Organize the Report Structure:** Create a logical and well-organized structure for your report using headings and subheadings. This helps readers navigate the report and locate specific information easily.

Consider including an executive summary at the beginning to provide a concise overview of the main findings. For a project progress report, you can have sections like Introduction, Objectives, Methodology, Findings, Analysis, Recommendations, and Conclusion.

Example: In a project progress report, the "Introduction" section can provide an overview of the project's goals and objectives. The "Findings" section can present the key milestones achieved and challenges encountered, while the "Recommendations" section can suggest strategies for addressing the challenges and improving project outcomes.

- 4. Use Clear and Concise Language:** Write in a clear and concise manner to ensure easy understanding for your intended audience. Avoid using technical jargon, unless necessary, and explain any specialized terms. Use plain language to enhance comprehension. Instead of using terms like "ROI," explain it as "the measure of profitability in relation to the investment made."

Example: In a marketing report, when discussing the effectiveness of different advertising channels, use clear language to explain the advantages and disadvantages of each channel. Instead of using marketing terminology like "cost per click," explain it as "the amount spent for each click on an advertisement."

- 5. Present Data Effectively:** Use visual aids such as graphs, charts, and tables to present complex information in a visually appealing



and understandable format. Visuals help readers grasp key insights quickly and make the report more engaging. For example, if you are presenting sales data, create a line graph to illustrate the sales performance over a specific time period.

Example: In a sales report, include a pie chart to show the distribution of sales by product category. This visual representation will make it easier for readers to understand the relative sales performance of different product lines.

- 6. Provide Actionable Recommendations:** End your report with practical and specific recommendations that align with the objectives. Support these recommendations with evidence and logical reasoning. In a marketing campaign evaluation report, for example, provide recommendations on how to improve target audience engagement by utilizing social media platforms and implementing personalized marketing strategies.

Example: In a customer service report, after analyzing customer feedback and satisfaction ratings, provide specific recommendations on training programs to improve customer service skills, implement customer feedback mechanisms, and develop personalized customer service approaches.

- 7. Maintain Objectivity:** Ensure your report remains objective and unbiased. Stick to presenting factual information without including personal opinions or emotions. Objectivity enhances the credibility and reliability of your report. When writing a customer satisfaction report, focus on presenting data and feedback objectively without adding personal interpretations or biases.

Example: In a performance evaluation report, provide objective assessments based on predetermined criteria, avoiding any personal biases or preferences. Present factual data on employee performance and use that data to support your evaluation.

- 8. Formatting and Layout:** Maintain a consistent layout throughout the report, including headings, subheadings, paragraphs, and pages. Use a uniform format for dates to ensure consistency. Avoid changing layouts, as it may appear unprofessional. Make sure your report is well-structured and organized, with paragraphs that flow logically and coherently.



Example: In a research report, use consistent font styles and sizes for headings and subheadings. Ensure the alignment and spacing are consistent throughout the report. Use bullet points or numbering for lists to enhance readability.

PRACTICE QUESTIONS

1. What are the key steps involved in preparing and planning for writing an effective report?
2. How can the structure of a report be organized to enhance readability and understanding? Explain the significance of including an executive summary.
3. Why is it crucial to use clear and concise language in report writing? Provide an example of how complex terminology can be simplified.

4.5.2 Formats/ Types of Reports

Letter Format

The letter format of a report follows a structured approach that includes the essential components of a business letter. You must keep a professional and formal tone throughout the letter, and use clear and succinct language. Before sending the letter, you should check it for grammatical and spelling mistakes.

A report's letter format provides a systematic and professional framework for presenting information, making suggestions, and successfully communicating in a variety of professional contexts. The most important thing to keep in mind is that the letter format is used for short/long reports that are to be communicated to an individual/body/department/organisation outside the report writer's organisation. For example: The university sends the reports of all its newly launched SEC and VAC courses under NEP 2020 to the UGC. This report would be sent in the letter format.

Most of the organisations have their letterheads on which reports are prepared.

**Format of a Letter Report****Report Writer's Title/Position**

Name of the Organisation/Address

Reference No. (Optional)

Date

Recipient's Name

Recipient's Title/Position

Recipient's Organization

Address

Subject

Salutation

Introduction (Explain background and context of the subject to give a concise introduction to the report)

Body (Main content in an organized way; Analysis, findings and supporting details can be written in paragraphs/bullet points- as suitable; Relevant data, statistics and examples makes it effective)

Conclusion (Summarize to conclude by adding recommendations/solutions)

Complementary Close

Signature

Report Writer's Name

EXAMPLE 1:

You have been assigned to prepare a report for a government agency that summarises the findings of a research study on the effectiveness of a public health campaign done by your Organisation. What parts would you add in the report to clearly communicate the research process, data analysis, and conclusions to guide policy decisions?



XYZ Organisation, Connaught Place, New Delhi

11 January 2023

Dr Anubhav Raj

Associate Professor

Institute of Research on Public Health

Hauz Khas, Delhi - 110016

Subject: Effectiveness of Public Health Campaign: Research Study Report

Respected Sir

Introduction:

This report presents the findings of a research study conducted to assess the effectiveness of a public health campaign aimed at improving health outcomes in the population. The objective of this report is to provide valuable insights and recommendations to guide policy decisions for the government agency responsible for public health initiatives.

Methodology:

The research study employed a mixed-methods approach, combining quantitative and qualitative data collection methods. A representative sample of the target population was selected using a stratified random sampling technique. Surveys, interviews, and focus group discussions were conducted to gather data on health behaviors, awareness levels, and health outcomes. The collected data were analyzed using descriptive statistics and thematic analysis to derive meaningful insights.

Findings:

The public health campaign successfully reached a wide audience, with approximately 75% of the target population exposed to the campaign messages. Awareness levels regarding key health issues increased by 40% among campaign participants compared to the control group. Notable improvements in health-related behaviors were observed, including a 25% increase in physical activity and a 20% decrease in tobacco consumption.



Moreover, the campaign resulted in a significant reduction in the prevalence of certain diseases, with a 15% decrease in the reported cases.

Discussion and Interpretation:

The findings indicate that the public health campaign has been effective in raising awareness and bringing about positive behavioral changes among the target population. The increased awareness levels and improved health behaviors directly contribute to the observed reduction in disease prevalence. The strengths of the research study include a robust sampling technique, comprehensive data collection methods, and rigorous data analysis. However, limitations exist, such as potential response biases and the inability to establish a causal relationship between the campaign and health outcomes.

Policy Implications:

Based on the research findings, several policy implications emerge. Firstly, it is recommended to continue and expand the public health campaign to sustain the achieved results and further improve health outcomes. Secondly, the allocation of resources should be prioritized for interventions that have shown significant impact, such as promoting physical activity and anti-tobacco initiatives. Additionally, targeted awareness campaigns should be developed to address specific health issues that require further attention. Lastly, continuous monitoring and evaluation should be implemented to track the long-term effectiveness of the campaign and identify areas for refinement.

Conclusion:

The research study highlights the effectiveness of the public health campaign in raising awareness, promoting positive health behaviors, and reducing disease prevalence. The findings provide valuable insights for the government agency to make evidence-based decisions and allocate resources efficiently. By implementing the recommended policy measures, the agency can further improve population health and contribute to long-term positive health outcomes.

Sincere Regard

Raghav Sharma

Research Head, XYZ Organisation



Memo Format

The memo format is often used for brief reports meant for internal organisation communication. Professionals can successfully present information, provide investigations and answers, and communicate with superiors or colleagues inside the organisation by knowing and mastering memo format reports.

Memo Reports are used to communicate critical information, investigations, solutions, or updates to a specified audience inside a business. A memo report, for example, might be used to offer an update to a company's Manager on decisions made at departmental level meetings. Because memo format reports are often brief, it is critical to be concise and to include only pertinent facts and information.

Format of a Memo Report

Report Writer's Title/Position (if required)

Name of the Organisation/Address

INTER-OFFICE REPORT

Date:

To:

From:

Subject:

Introduction (Brief; State the Purpose and Context)

Body (Concise Paragraphs/Key information in Bullet points; Relevant data, its analysis and other necessary details; Facts; Organize logically; Headings & Sub-headings can be used; Avoid personal opinions or subjective views)

Conclusion (implications of actions; suggestions/solutions)

Complementary Close

Signature

Report Writer's Name

Designation

**EXAMPLE 2:**

You are Shruti Sen, Sales Manager, working at Pocket Mobiles Ltd. Suppose you have been conducting research on customer feedback regarding a new product launch of a Mobile Phone- Pocket Xpress 2. Write a report to be sent to the CEO outlining the findings of the research and making recommendations for product improvements based on customer insights.

Report Writer's Title/Position (if required)

Name of the Organisation/Address

INTER-OFFICE REPORT

Date: 27 February 2023

To: Nitin Shah

From: Shruti Sen

Subject: Report on Customer Feedback and Recommendations for Pocket Xpress 2

I am writing to present the findings of the customer feedback research conducted on our recently launched product, Pocket Xpress 2. This report aims to provide valuable insights and recommendations based on customer insights to guide product improvements and enhance customer satisfaction.

Introduction:

The Pocket Xpress 2 was launched on [Launch Date] with the objective of delivering an enhanced mobile experience to our valued customers. To evaluate the product's performance and gather customer perspectives, a comprehensive customer feedback survey was conducted over a period of [Survey Duration]. The survey included a diverse sample of our existing customers.

Key Findings:

(a) Overall Satisfaction: The survey revealed that 80% of the respondents expressed satisfaction with the Pocket Xpress 2, highlighting its sleek design and user-friendly interface.



- (b) **Performance and Speed:** Approximately 60% of the customers praised the device's performance, specifically the fast processing speed and seamless multitasking capabilities.
- (c) **Battery Life:** While the majority of customers were satisfied with the battery life, approximately 20% expressed concerns regarding the need for improved battery performance for prolonged usage.
- (d) **Camera Quality:** The survey indicated that the camera quality of the Pocket Xpress 2 received mixed feedback, with 40% of customers appreciating the clarity and features, while 30% expressed the need for enhanced low-light photography capabilities.
- (e) **Customer Support:** Customers highly valued the prompt and responsive customer support provided by our team, with 95% of respondents acknowledging our excellent after-sales service.

Recommendations:

Based on the findings, we have identified the following recommendations for product improvements:

- (a) **Battery Optimization:** To address the concerns raised regarding battery life, we recommend investing in research and development to enhance battery performance, thereby ensuring prolonged usage without compromising customer experience.
- (b) **Camera Enhancement:** In response to customer feedback on camera quality, we suggest focusing on improving low-light photography capabilities through software enhancements and potential hardware upgrades.
- (c) **User Education:** To maximize customer satisfaction, we recommend investing in user education programs and tutorials to highlight the full potential of the Pocket Xpress 2's features, including camera settings and tips for optimal battery management.

Conclusion:

The customer feedback survey provides valuable insights into the strengths and areas for improvement for our Pocket Xpress 2 product. By addressing the recommendations mentioned above, we can



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enhance customer satisfaction and loyalty, and drive future sales growth. We are confident that by incorporating these improvements, we will further solidify our position in the market and exceed customer expectations.

Thank you for considering these findings and recommendations. Should you require any additional information or clarification, please do not hesitate to contact me.

Sincere Regards

Shruti Sen

Sales Manager

Pocket Mobiles Ltd.

4.5.3 Types of Reports

Reports are essential in professional communication for presenting vital information, research findings, and suggestions. Project reports and analytical reports are two common sorts of professional reports. These reports serve special goals and necessitate specific writing skills in order to effectively communicate facts and support decision-making.

Both project reports and analytical reports necessitate rigorous preparation, data collecting, analysis, and efficient communication of findings. These papers are useful tools for professionals to convey their research, make informed recommendations, and lead policy decisions. These reports assist to the effective operation of businesses and support evidence-based decision-making by giving factual information, intelligent analysis, and practical suggestions.

Understanding the varied qualities, components, and purposes of project reports and analytical reports is critical for professionals in a variety of businesses. Learning how to write these reports successfully allows people to explain complicated information, encourage cooperation, and contribute to the success of projects, initiatives, and organizations.

Let us now understand Project Report and Analytical Report in detail.



Project Report

Effective communication through project reports is critical in professional life for explaining the progress, outcomes, and crucial components of a project to stakeholders, clients, or management. Project reports are comprehensive documents that provide a full summary of a single project's scope and impact. They play an important role in a variety of industries, including construction, engineering, information technology, and research, by encouraging openness and supporting informed decision-making.

Characteristics and Purpose of Project Reports

Project reports are organized papers that offer significant information in a methodical manner. They serve several functions, including:

- 1. Communicating Project Progress:** Project reports allow you to report on the state of your project's activities, milestones reached, and problems encountered. They keep stakeholders and decision-makers up to date on the status of the project.
- 2. Documenting Project Outcomes and Successes:** Project reports chronicle the project's outcomes and achievements, highlighting tangible results and the influence they have on the organization, clients, or society. These reports will be useful for future initiatives and evaluations.
- 3. Project Aims:** Project reports clearly describe the project's objectives and goals, outlining the logic and purpose for its inception. They assist stakeholders in comprehending the project's alignment with organizational strategies and contribution to overall goals.
- 4. Making Suggestions:** Project reports make recommendations based on the findings and outcomes of the project. These suggestions can help decision-makers improve project performance, address issues, and capitalize on opportunities.

Examples:

1. Details such as the project's timetable, budget, and resource allocation may be included in a construction project report. It would detail the many stages of construction, materials used, and techniques used. In addition, the report may identify any changes made to the original plan and include recommendations for future projects based on lessons gained.



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2. The document may detail the project's objectives, such as establishing a new software application, in an IT project report. It would go over the requirements gathering, software design, coding, testing, and implementation phases in detail. The report may also include information about user input, system performance, and suggestions for improving the application's usefulness.

Importance of Project Reports:

1. **Effective Project Management:** Project reports are essential for good project management because they provide a detailed picture of project status, milestones, and outcomes. They facilitate coordination and prompt decision-making by ensuring clear communication among team members and stakeholders.

Example: As a project coordinator, you write a project report outlining the objectives, tasks, and dates for the launch of a new product. The report enables effective communication among team members and successful project completion by tracking progress, monitoring resource allocation, and addressing potential difficulties.

2. **Documentation and Reflection:** Project reports capture project activities and outcomes, allowing professionals to reflect on their work and share their findings with others. They keep track of accomplishments, lessons learned, and recommendations for future projects.

Example: As a social media manager, you write a project report for a customer that documents a successful social media campaign. Details on campaign objectives, content strategies, engagement metrics, and the impact on brand visibility and customer engagement are included in the report. This report reflects your social media management abilities, allowing you to assess the efficiency of various approaches and make recommendations for future campaigns. It can also be used to demonstrate your skills to potential clients or companies.

Project reports are critical tools for effective professional communication. They provide an in-depth summary of a project's progress, results, and suggestions. Project reports assist stakeholders, clients, and decision-makers to make informed decisions, analyze project performance, and identify areas for improvement by arranging information in a clear and orderly



manner. Developing good writing abilities in order to write well-structured and interesting project reports is critical for professionals in a variety of industries, as it enables efficient communication and adds to project and organizational success.

Analytical Report

Analytical reports play an important part in professional life by providing in-depth investigation and evaluation of specific subjects or issues. These studies go beyond a simple overview and delve into data analysis, trends, and pertinent elements to deliver important insights and educated viewpoints. Analytical reports are useful in supporting stakeholders in making well-informed decisions by providing thorough information through rigorous analysis and assessment. They are widely utilized in a variety of sectors, including market research, finance, policy analysis, and others.

Analytical Report Characteristics and Purpose

Analytical reports have different characteristics that set them apart from other types of reports. They are distinguished by the following characteristics:

1. Analytical reports include a complete study of data, information, or a specific subject area. This analysis entails looking at important factors, recognizing patterns, and reaching significant conclusions.
2. **Data-driven Approach:** These publications rely on data and factual facts to support their analysis. They use various research methods, such as surveys, interviews, or data collection from reliable sources, to gather relevant data and draw reliable conclusions.
3. **Insights and Recommendations:** Analytical reports strive to provide important insights and educated viewpoints on a subject. They go beyond simply presenting raw data and offer interpretation, implications, and recommendations based on the analysis.

Examples:

1. A market research report examines consumer behavior, market trends, and competitors' strategies to provide insights into market opportunities and potential challenges. The report may include data on consumer preferences, purchasing habits, and market demand, which will assist businesses in making informed marketing decisions.



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2. A financial analysis report examines a company's financial statements, key performance indicators, and market trends to assess its financial health and performance. It may analyze profitability, liquidity, solvency, and efficiency ratios and make recommendations to improve financial stability and profitability.

Importance of Analytical Reports:

1. **Informed Decision-Making:** Analytical reports provide detailed study and evaluation of certain topics or concerns, allowing for informed decision-making. They provide insights and viewpoints based on thorough analysis, assisting professionals in evaluating options and selecting the best course of action. Example: As an undergraduate student, you do an analytical report on various study approaches to improve academic achievement. The report examines numerous approaches, their success, and potential downsides, allowing you to make informed judgments regarding study methods that are appropriate for your learning style and goals.
2. **Problem-Solving and Innovation:** Analytical reports help with issue solving and innovation by reviewing data and trends, identifying areas for improvement, and recommending new solutions. They assist professionals in addressing problems and capitalizing on opportunities for growth and development. Example: Assume you are an intern at a marketing firm. To identify new marketing techniques, you write an analytical report examining social media trends and consumer behavior. The research offers insights into developing platforms, interaction patterns, and content preferences, allowing the agency to innovate and engage with its target audience more effectively.

Analytical reports are valuable tools for professionals in a variety of industries because they provide in-depth analysis and informed perspectives on specific subjects or issues. These reports contribute to informed decision-making and guide strategic actions by employing rigorous analysis, data-driven approaches, and providing valuable insights. Developing strong writing skills in order to effectively communicate analysis, interpretation, and recommendations is critical for professionals who want to provide valuable insights and contribute to the success of organizations and projects.

**EXAMPLE:**

At Tesla Tech Motors, Sandeep Verma holds the position of Sales Executive Manager. This corporation recently reported record-breaking sales for the first quarter of the fiscal year 2023–2024. Sandeep has been tasked with looking into this and determining the causes. Write an investigative report to find the causes, and at the conclusion, make some recommendations for the way forward.

TeslaTech Motors
Bengaluru, Karnataka - 560078

INTER-OFFICE REPORT

15 August 2023

Board of Directors

Tesla Tech Motors

Bengaluru, Karnataka- 560078

Sandeep Verma

Sales Executive Manager, Tesla Tech Motors

Subject – Investigative Report on Increase in Sales in Quarter I, 2023-24

With record-breaking sales, the company is currently profitable for the quarter ending in June 2023. Consultations with our dealers, production managers, supervisors, as well as dealers from rival organisations, were conducted as part of an extensive study. A customer survey was also undertaken to get feedback on the company's sales boom. The following explanations were given for the rise:

1. Innovation:

TeslaTech has been at the forefront of automotive innovation for over two decades, and it continues to set industry standards. The cutting-edge technology integrated into our vehicles is unparalleled.



2. Performance:

Our cars offer superior performance metrics, with acceleration and handling that have consistently outclassed the competition.

3. Sustainability:

Our electric vehicle models have attracted eco-conscious buyers, and the positive word-of-mouth has significantly helped in driving sales.

4. Affordability:

Although the initial investment is relatively high, the lifetime cost of ownership for our cars proves to be very economical, making our vehicles an attractive choice for buyers.

Recommendations:

To sustain this positive momentum, the following suggestions are made:

- (a) Develop more energy-efficient models.
- (b) Launch comprehensive and eye-catching advertising campaigns.
- (c) Expand the network of showrooms and service centers to increase brand presence.

Sandeep Verma
Sales Executive Manager, TeslaTech Motors
1-800-123-4567 (M)

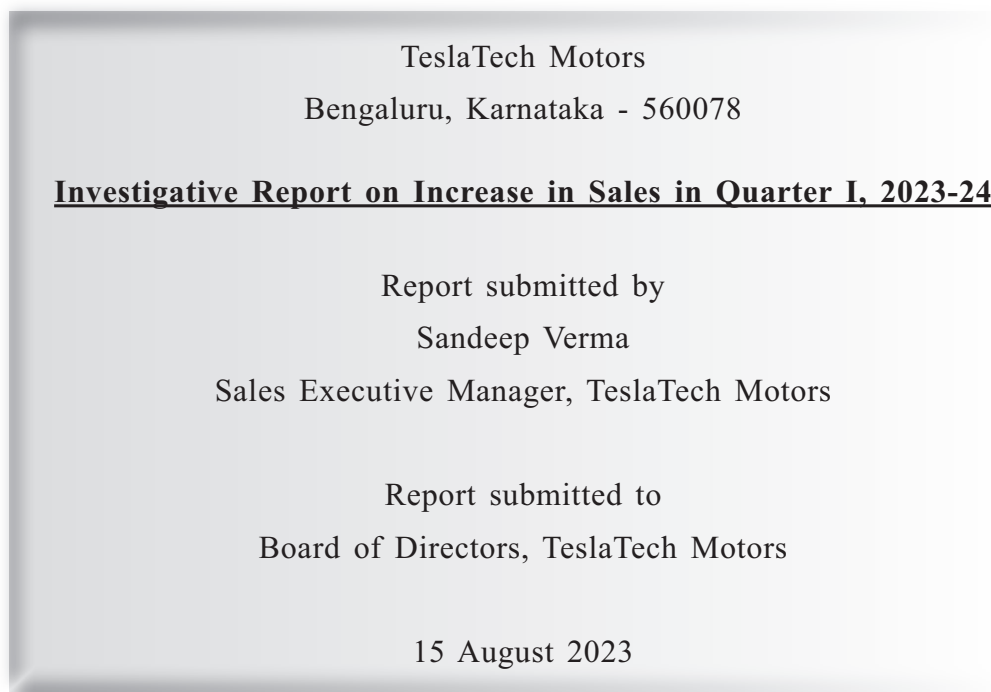
Note: A cover letter or report cover can help a report look more professional. It is appended at the start of the report and serves as the report's cover. It serves as the report's introduction. It makes a positive first impression in the business world and conveys the idea that the report is comprehensive, focused, and of a professional nature.

FORMAT: Name of Organisation, Address of Organisation, Title of Report, Submitter's name, and Designation, Receiver's Name and Designation, Submission Date (Centre Alignment)



Example of a report cover:

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4.6 Memos, Office Orders, Minutes

Effective communication is a skillful conductor in the symphony of work life, orchestrating harmonic exchanges between departments, personnel, and even various firms. Three of these communication methods frequently stand out in terms of impact and general use: Memos, Office Orders, and Meeting Minutes.

Despite their differences in specific features, these formats all serve the same purpose. They offer an organized, documented manner of communicating information, delivering directions, or documenting critical decisions and debates in a professional setting. A concise memo announcing new office regulations, an authoritative office order defining new assignments, or precise meeting minutes recording critical decisions are all effective communication tools.

The ability to produce these documents correctly is a necessary professional skill. Effective memos, office orders, and minutes can help to maintain smooth operations, promote accountability, and serve as valuable



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records of corporate activity. Understanding the purpose, qualities, and structure of these documents can improve the quality of your professional communication as well as your working effectiveness.

This section will go into the core of these three essential instruments of professional communication, investigating their purpose, qualities, and best practices for creation. Upon completion, you will be well-equipped to use these tools with confidence and expertise, ready to contribute to your work environment's well-tuned orchestra.

4.6.1 Memos

The memo, or memorandum, is a core tool in the vast world of professional communication. Despite technological improvements, remaining relevant due to their capacity to efficiently communicate information within a business, Memos are still quite significant.

A memo is a concise written message or report issued from one person or department in a business to another. It is used as a medium of internal communication in an organization. The flow of information through Memo is in the form of downward communication, which means that it can be sent from a superior to a subordinate in an organisation and never the other way round. While the substance of a memo might vary greatly depending on the information it seeks to impart, it all has the same purpose: to enlighten, and sometimes to convince or urge to action.

Memos are classified into three types:

- 1. Informative Memos:** These memos are intended to supply staff with information. A letter, for example, could notify employees of an impending training session, a change in corporate policy, or even the arrival of a new management team.
- 2. Persuasive Memos:** These are intended to persuade the recipient to take action. A manager, for example, could create a persuasive note to encourage staff to join in a volunteer event or to implement a new practice.
- 3. Confirmation Memos:** These are used to document meeting agreements or to identify the steps that must be taken following a shared discussion. A confirmation note, for example, could contain the agreed-upon marketing strategy following a brainstorming session.



An effective letter must strike a mix of clarity, conciseness, and relevance. A well-written memo begins with a clear purpose statement, then conveys the relevant information succinctly before concluding with a brief summary or call to action, if applicable.

Furthermore, the tone of a message can differ depending on its aim. While memos are often written in a serious or semi-formal tone, a friendly, conversational tone is sometimes suitable, particularly in less formal or smaller work situations.

Consider the following example: The HR department has to notify employees about a new remote work policy in response to a recent increase in COVID-19 instances. In this case, a memo can begin with a clear declaration, such as “The goal of this memo is to establish our new remote work policy in response to persistent health concerns.” The memo’s body would clarify the policy’s provisions, and it would conclude with a pleasant invitation for workers to reach out with any queries.

Understanding memos and their strategic use in a professional setting can substantially improve your intra-organizational communication, facilitating effective exchanges of information and boosting overall productivity. This chapter will provide in-depth insights into memo writing, including practical examples and effective tactics for improving your memo writing skills.

Importance of Memo

Memos, despite their modest style, their utility within a corporate context is enormous, considerably contributing to effective information dissemination and organizing. Let’s understand their significance and function in establishing effective communication in a professional setting.

1. It serves as a documented evidence of communication. A note outlining new project assignments keeps track of who was assigned what and when. Accountability and dispute resolution can benefit from this.
2. It ensures clarity in professional communication.
3. It catalyses the exchange of information.
4. It facilitates quick reference as it is brief and direct and anyone can re-read it without having the hassle of going through a big pile of documents.



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5. It develops a communication culture as one can seek action or some suggestions from the receivers.

Memo Writing is a valuable skill that every professional must be aware of.

Format of Memo

Name of the Organisation

Address

MEMORANDUM

Reference No. (if required)

DATE:

TO:

FROM:

SUBJECT:

Salutation/Greetings

{Opening- Sentence/Paragraph to state the purpose. This will set the tone for readers}

[BODY]: (i) Context- Brief information about relevant details, including facts in paragraph/bullet points}

(ii) {Solution- Outline the proposed solution/suggestions if any}

{Conclusion- Includes Summary of information in the memo/conclusion to all the details shared}

CC (if any)-



Tips for Writing an Effective Memo

- 1. Concision is Key:** A good memo is brief and to the point. Avoid needless information and unnecessarily technical terminology. Get right to the point, ensuring that your message is understood without unnecessary fluff.
- 2. Clarity and Simplicity Rule:** Rather than impressing with sophisticated jargon, aim to explain your message clearly. To guarantee that your message is understood by your readers, choose language that is simple and easy to understand.
- 3. Uphold Professionalism:** While your company may encourage a casual atmosphere, a note is still a formal business document. As a result, maintaining a professional tone is critical.
- 4. Never Skip Proofreading:** Make sure to proofread fully before sending your memo. Grammar and spelling mistakes can undermine your memo's apparent dependability and degrade its professionalism.
- 5. Information Dissemination:** The objective of a memo is to communicate information, so try to share it concisely.
- 6. Follow a Logical Order:** You can order your content chronologically if applicable, allowing readers to grasp the timeframe and sequence of events or acts.
- 7. Stick to Facts and Objectivity:** Use facts and keep a high level of objectivity when writing a memo. Personal biases or opinions should be avoided.
- 8. Clarify Cause and Effect:** Explain the cause and effect link when writing about events or changes to offer readers a comprehensive grasp of the situation.
- 9. State Reasons for Actions:** If your letter is about a specific course of action, present precise reasons why that action is required.
- 10. Use Bullet Points:** Bullet points, as opposed to long paragraphs, might make your message easier to read and understand. Use them to divide information into manageable chunks, particularly when listing objects or steps.



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EXAMPLE 1

You're the HR Manager and the company has decided to introduce a new policy about remote work. Write a memo to all employees explaining the new policy.

Zeta India Limited
Plum Building, Sarita Vihar, Delhi-110076
Ph. No. 011-23456780

MEMORANDUM

Reference No. M/3/23/17

TO: All Staff

FROM: Shivalika, Human Resources Manager

DATE: 14 February 2023

SUBJECT: Announcement of New Remote Work Policy

Dear Team,

We hope you're all doing well. We're writing to provide an important update on our workplace arrangements. We are introducing a new remote work policy as a result of recent changes in our workplace and in response to useful feedback from you.

Team members will have the option to work remotely up to three days per week beginning 1 April 2023. This policy change is intended to satisfy the different individual demands of our team while maintaining our commitment to providing great service to our clients and fulfilling our operational aims.

Here are the main features of the Remote Work Policy:

- 1. Eligibility:** All employees who have successfully completed their probation period will have the option to work remotely, with final approval contingent on job role criteria and managerial discretion.



- 2. Application Process:** If you want to work remotely, you must submit a Remote Work Request to your direct supervisor at least one week in advance. You will receive a schedule describing your in-office and remote work days once you have been approved.
- 3. Duties and Expectations:** Working from home necessitates the same level of professionalism and productivity as working in the office. This includes being available during working hours, taking part in online meetings as needed, and fulfilling all work-related deadlines.

Kindly examine the accompanying document for a more detailed explanation of our Remote Work Policy. We encourage you to read it carefully, and if you have any concerns or need further clarification, please contact the HR department.

We are convinced that this modification will improve work-life balance, increase productivity, and increase job satisfaction. As we adjust to these new arrangements, your continuous commitment to our common goals is greatly appreciated.

Thank you for your understanding and continued commitment.

CC- Detailed Remote Work Policy

Regards

Shivalika

4.6.2 Office Orders

Office orders tend to be more detailed. Office orders are typically a specific response to an office incident and call for quick action. Additionally, office orders are frequently directed at specific employees or groups of employees, making them a crucial tool for internal communication regarding employee rights.

In many cases, a person in a position of power must offer their subordinates specific instructions or directives. There is a passing of an officer order for this type of downward communication. An office order typically includes a list of tasks for its recipients to complete. If an office order is not followed,



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the person who received it may face disciplinary action. Such directives may be given in memo form. Office orders are only used for communication downward, but memos can be used to communicate in any direction. A promotion, increment, demotion, transfer, change in office hours, relocation, termination, etc. are a few of the reasons for issuing an office order.

The following are a few pointers for writing an office order:

- ◆ An office order needs to be concise and clear.
- ◆ Properly identify the person or persons for whom the order was intended.
- ◆ The aim of the order must be expressed clearly.
- ◆ It should be duly signed by the issuing authority.
- ◆ The effects of order non-compliance should also be addressed.

How to Write an Effective Office Order?

1. To make sure the order is understandable, use language that is clear and concise. Unless absolutely required, avoid using unnecessarily convoluted phrases or technical jargon.
2. Indicate who the office order is intended for. This could refer to a particular division, a job, or a specific employee. It is simpler to carry out the command the more definite the aim.
3. Clearly state what the office directive is trying to accomplish. Receivers will better comprehend the purpose of the order and what is expected of them as a result.
4. Verify that the appropriate issuing authority has signed the office order by looking for an authoritative signature. Receivers are reassured that the instruction is official thanks to this establishing the legality of the command.
5. Outline the repercussions of failing to comply with the directive. This could involve anything from a light reprimand to harsher disciplinary measures.
6. Present all material objectively, without embellishment or personal interpretation, in a factual manner.
7. Language that is Simple and Easy to Understand: Use straightforward language that is simple to understand for all recipients. Avoid using jargon and terminology that are unique to your sector unless everyone in the company is familiar with them.



8. Maintain a formal and impartial tone. The office order should not express the issuing authority's or anyone else's personal beliefs, biases, or viewpoints.
9. Three W's: To avoid any misunderstanding, make sure the office order addresses the "Who, What, When" queries. What is the purpose of the order, who is it for, and when does compliance with it become necessary?
10. For future reference and accountability, keep a copy of every office order that is issued. Legal requirements and precedent-setting for future orders with a similar structure can both benefit from this.

EXAMPLE

Administrative Branch, University ABC

Delhi

Ph. No 011-234568

Ref. no. Admin/ABCC/OO/025

08 July 2022

OFFICE ORDER

Vice-Chancellor is pleased to appoint Prof. Tilok Tripathi, as the Nodal Officer to take care of grievances, safety and security at the university. The Nodal Officer will also organise programs for sensitization, self-defence, women safety and other welfare activities.

The tenure of appointment will be for two years or till further notice, whichever is earlier.

Signature

(Dy. Registrar, Admin.)

To

Prof. Tilok Tripathi

University ABC



4.6.3 *Minutes of Meetings*

The written or recorded material used to inform attendees and non-attendees about what was discussed during a meeting is known as Minutes of Meetings (MoMs). The minutes usually detail the meeting's events, beginning with a list of attendance, a summary of the concerns discussed by the participants, and corresponding responses or conclusions for each problem. The primary goal of minutes is to provide an accurate and objective account of the proceedings, capturing major points and choices made.

Importance and Purpose of MoMs

1. Keeps track of what was determined and who is accountable for what.
2. Allows people who were unable to attend the meeting to comprehend what happened.
3. Serves as a formal or informal record of talks and judgements.
4. Assists both attendees and non-attendees in recalling what was discussed or agreed upon.
5. This feature allows you to keep track of your commitments and responsibilities.
6. Provides material for future meetings or auditing.

Tips to Write Effective MoM

The following points should be kept in mind while writing Minutes of Meetings:

1. You must know the agenda and keep a note of the present members and the absentees.
2. Be clear and complete in mentioning the details.
3. Avoid any unnecessary jargon.
4. Send the first draft of MoM to the participants for review, before finalising it.
5. After finalizing, send to all the stakeholders.
6. One should write minutes of the meeting objectively in clear words.



EXAMPLE

Minutes of Meeting

1:00 PM, 16 June 2022

A meeting was held on the aforementioned date and time in the meeting room to discuss the strategies for advertising in the coming months.

Attendee List

- ◆ Nakul Singh, Executive Team Head
- ◆ Seema Rathi, Creative Team Head
- ◆ Jetha Lal, Social Media Manager
- ◆ Kanta Sen, Advertising Strategist

Absentee List

- ◆ Lily Patel, Marketing Manager

Minutes

1. Introduction

- ◆ Mr. Radhekrishna Ayyar opened the meeting to order at 1 PM.
- ◆ The meeting's purpose was clarified: to decide on a new advertising plan.
- ◆ Examination of Previous Advertising Campaigns.

2. The prior advertising campaigns' performance numbers were supplied by Lily Patel.

- ◆ **Important Takeaway:** More digital engagement and brand consistency are required.

3. Display of New Advertising Strategies

- ◆ Creative Team Head presented Strategy A, which emphasised social media and internet engagement.
- ◆ Advertising Specialist proposed Strategy B, which focused on conventional media while incorporating some digital elements.



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- ◆ A vigorous debate ensued, analysing the benefits and drawbacks of each technique.

4. Budget Distribution

- ◆ The new campaign's budget was offered by Nakul Singh.
- ◆ It was agreed that 60% of the funding would go to digital advertising, 30% to traditional media, and 10% to contingencies.

5. Timeline and Significant Events

- ◆ Jetha Lal provided a timeline, which was revised and approved.

6. Significant Achievements:

- ◆ Complete Strategy by 25 June 2022.
- ◆ By 16 July 2022, the campaign will be launched.
- ◆ 25 July 2022 is the first evaluation.

7. Any Other Concerns

- ◆ There was no additional business discussed.

8. Completion

- ◆ The meeting was adjourned by the Chairperson at 3:00 PM.
- ◆ The next meeting is set for 01 July 2022.

Items for Action:

Creative Team Head is responsible for finalising the digital strategy plan by 20 June 2022.

By 25 June 2022, Social Media Manager must deliver a detailed plan based on the agreed-upon time table.

- ◆ The members got to know other members of the team and got familiar with each other.
- ◆ The structure of the organization has been made with the consideration of every member's inputs.
- ◆ Members brainstormed new ideas and concepts for business development.

MINUTES APPROVED BY ALL PARTICIPANTS



4.7 Summary

This Unit focuses on the fundamental writing skills required for efficient professional communication. Summarization and paraphrasing are essential tools for communicating complex information in a succinct and relevant manner. These skills are crucial in professional settings, such as reports, letters, memos, office orders, and meeting minutes.

Summarization is an important talent that allows people to condense long communications, texts, or dialogues into short and compelling forms. It is vital in professional communication and commercial settings since it aids in the efficient and effective delivery of key messages. By refining the skill of summarising, professionals can offer clear and succinct messages that cut through complexity and captivate their audience's attention.

In an age of information overload, summaries provide a way to filter and prioritize information, ensuring that crucial insights are not overlooked. To create a well-crafted summary, one must thoroughly read and comprehend the source material, determine the text's major points, remove unnecessary information, write in one's own words and manner, maintain the original context, be succinct and clear, highlight the essential points, maintain cohesion and flow, go over and revise, remove any unneeded words or phrases, double-check for accuracy, stick to the length guidelines, separate and condense, stick to the original, effectively combine sentences, remove extraneous details, when appropriate, use abbreviations, draft, edit, and enhance their work, include pertinent information, and maintain format versatility.

Paraphrasing is a necessary ability in academic writing, research, and other forms of communication, as it allows people to assimilate external knowledge while preserving their own voice and integrity. It is especially valuable in higher education, as it allows researchers to deliver ideas from numerous sources in their own voice, fostering originality and creativity.

Formal letters are important in professional communication as they demonstrate the writer's professionalism and care for the recipient. They should be written in a regular format, follow standard format, keep it short, maintain a formal tone, use clear and direct language, proofread for grammatical errors, personalize salutation, maintain a polite and respectful tone, write a strong conclusion, and address the receiver correctly.



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Report writing is crucial for professional success as it allows for the summarization and transmission of information, aiding in evaluation, decision-making, and planning. It involves presenting data, outcomes, and opinions about a specific event or business issue, aiding in corporate communication, planning, and coordination. Reports are essential tools for communicating with stakeholders, establishing transparency, trust, and fostering beneficial relationships.

Decision-making is another crucial aspect of report writing, as it provides objective data, analysis, and insights that lay the groundwork for management to make informed decisions and take necessary action. Reports are also important documents for investigations, insurance claims, and risk management.

To write a successful report, identify the objective and scope, gather relevant and reliable material, organize the report structure, use clear language, and use visual aids. Maintain objectivity by providing factual facts without bias or emotion, and ensure consistent formatting and layout.

Project reports and analytical reports serve unique purposes, requiring specific writing skills to effectively communicate information and help decision-making. Project reports provide an overview of a single project's scope and impact, facilitating informed decision-making in various industries.

Analytical reports are crucial in professional life as they provide in-depth examination and evaluation of specific themes or issues, providing valuable insights and opinions. They are widely used in various industries, such as market research, finance, and policy analysis. Analytical reports aid in decision-making, problem-solving, and creativity by analyzing data and trends, suggesting areas for improvement, and recommending new solutions.

Effective communication is essential for seamless operations, accountability, and keeping vital records of organizational activity. Understanding the purpose, characteristics, and format of these documents can improve professional communication and working effectiveness.

Memos are essential tools in professional communication, serving as documented evidence of conversation, ensuring clarity, catalyzing information transmission, allowing for quick reference, and establishing a communication culture. They are divided into three types: informative,



persuasive, and confirmation. A good memo should balance clarity, conciseness, and relevance, starting with a clear purpose statement, and end with a brief summary or call to action.

Meeting minutes are notes taken during meetings that summarise significant subjects, voting, and actions. They are useful for tracking events, future correspondence, and supplying evidence for potential problems. To write meetings objectively, eliminate technical terminology and acronyms, and note the names of all members, changes can be made with caution. Memo writing is an important skill for professionals to build and maintain excellent communication skills.

4.8 Self-Assessment Questions

1. How can summary and paraphrase be useful to you, based on their purposes?
2. Summarise and Paraphrase and passage from a newspaper/online source.
3. Write minutes of the meeting held among the board members and other team heads of a company who have to plan the launch of their new product.
4. Write a report on the activities done by your organisation celebrating G20.
5. How are memos and letter reports different?
6. Write an office order to be prepared by the authority of a company stating the change in board of directors and their responsibilities.

4.9 References & Suggested Readings

- ◆ Choudhury, S. K., Dev, A. N., Mathur, A., Prasad, T., & Shahnaaz, T. (2008). *Business English*. Department of English, University of Delhi. Pearson Longman.
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Writing Skills - II

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STRUCTURE

- 5.1 *Learning Objectives*
- 5.2 *Introduction*
- 5.3 *Digital Communications in Social Space – Social Media Posts (Twitter, LinkedIn), Book Review Writing, Blog Writing*
- 5.4 *CV/Resume/Bio-Data*
- 5.5 *Job Application Letter*
- 5.6 *Documentation*
- 5.7 *Advertisements & Invitations*
- 5.8 *Summary*
- 5.9 *Self-Assessment Questions*
- 5.10 *References & Suggested Readings*

5.1 Learning Objectives

- ◆ To provide comprehensive instruction and practical examples centred on the several digital writing competencies required in a corporate setting.
- ◆ To emphasise the critical role that digital communication plays in today's quickly changing professional world.
- ◆ To learn the fundamentals of good digital writing by engaging with real-world examples.
- ◆ To gain experiential knowledge that is directly applicable to the demands of today's employment markets.



5.2 Introduction

The importance of professional communications cannot be stressed in today's fast-changing scene, where the private business sector is not only growing but also diversifying. It is becoming clear that the future of India's workforce is inextricably linked to the business sector, which sets a high value on polished professionalism and effective communication skills. Students must prepare themselves with the specialised skill set required for effective communication in professional contexts in preparation of the numerous employment opportunities that are expected to develop. Mastery of these qualities will not only strengthen their qualifications for work prospects, but will also enable students to excel and navigate their professional travels dynamically.

Digital professional communication abilities go much beyond basic conversational ability; they encompass many forms and media that are essential to modern corporate operations. These range from creating engaging social media posts like Twitter updates to writing informative blog pieces and book reviews. Furthermore, the skill set includes the ability to create important corporate papers, advertising materials, and formal invites. Expertise in creating aesthetically appealing posters using platforms such as Canva might likewise be considered a key digital professional communication skill. These modalities are categorised as 'Writing Skills II,' emphasising their reliance on specialised knowledge and aptitude for navigating digital networks.

We'll delve into the nuances of business documentation, an often-overlooked yet crucial type of professional communication. Given the importance of a well-written CV or resume in establishing a candidate's fitness for a job, our module will provide comprehensive guidance on creating effective job application papers. To that end, we will also look at how to use professional networking platforms like LinkedIn strategically, which has become an important tool in developing and sustaining a professional identity in the digital age. Furthermore, the course will introduce students to Canva, emphasising its importance as a key resource for developing aesthetically appealing digital messages.

With this approach, you will be able to prepare not only for the current job market, but also for the ongoing challenges and possibilities



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that come with having a fulfilling professional life in an increasingly digital world.

5.3 Digital Communications in Social Space – Social Media Posts (Twitter, LinkedIn), Book Review Writing, Blog Writing

Digital communication has smoothly merged into our lives in the modern world, changing how we engage with one another, particularly with the emergence of mobile technology and the internet. Considering all of the available options, selecting the best digital communication solution can be difficult. This section examines the various uses of digital communication while putting an emphasis on social media sites and how technology has transformed our social interactions.

The way that individuals and organisations interact and do their business has been significantly impacted by digital communication. It has successfully overcome geographic barriers, allowing individuals to connect from all over the world. Digital communication tools are widely used by people and organisations in today's world, dissolving barriers and easing the restrictions of physical closeness. Additionally, the development of digital communication has increased the effectiveness and speed of information sharing through electronic devices like computers and mobile phones. The quick and direct relationships that businesses now have with their customers save them a lot of time and money.

5.3.1 Importance of Digital Communication Using Social Media in Professional Space

Beyond just interpersonal connections, digital communication has a significant impact on modern-day organisation's operations and marketing plans. It is impossible to undervalue the importance of digital marketing as individuals of all ages use the internet more and more.

- 1. Creating a Social Media Presence:** Companies are aware of the value of having a robust social media presence. Companies may interact with their target audience, promote brand loyalty, and acquire



insightful information about consumer preferences by setting up official Facebook and Twitter handles.

2. **Engaging the Audience:** Social media sites give companies a direct channel of engagement with their clients. Customer connections are strengthened and trust is developed when you engage with and promptly reply to customer feedback and queries.
3. **Branding and Marketing:** By using social media to promote their goods and services, advertise, and target particular demographics, businesses can reach a larger audience than they might with more conventional marketing techniques.

5.3.2 Tips to Effective & Professional Digital Communication on Social Media

Social media is now a necessary tool for professional networking, brand building, and communication in the digital age. Making the most of social media can greatly improve one's professional profile and create new chances. Let's look at the essential elements of keeping a positive and meaningful online presence while also offering helpful tips on how to connect effectively on social media in a professional setting.

1. **Select Appropriate Platform:** It's critical to evaluate which social media site best suits one's professional objectives. Each platform has a distinct function and targets various audiences. For example, whereas Twitter may be more suited for providing business insights and participating in real-time dialogues, LinkedIn is perfect for professional networking and presenting one's abilities and expertise. Each platform has distinctive qualities that should be understood in order to maximise efficiency and save time and resources.
2. **Understand the Platform:** Choosing the right platform is not enough. You must also acquaint yourself well with it. There are certain rules, regulations, guidelines and limitations on certain functions and applications of the social media platforms. Your communication must adhere to it. This demands good preparation and practice.
3. **Make the Best of Digital Communication:** Digital connections are progressively replacing outdated traditional communication methods.



Adopting digital communication on social media is crucial in the business sector for remaining relevant and successfully reaching a larger audience.

- 4. Fill Out Your Bio:** Your social media page looks more professional and credible with a complete bio. It gives important details about you, your area of expertise, and your interests.
- 5. Create a Social Identity with a Voice of Own:** It's essential to develop a unique social media voice that fits with your corporate identity. Emojis strategically used in conjunction with emotive expression on social media provide your content a more personal touch and help you build closer relationships with your audience.
- 6. Have a Balanced Lifestyle- ONLINE:** While social media provides a great platform for career development, it's important to maintain a healthy balance. Social media use too much might be bad for one's productivity and mental health. A happier and more rewarding professional life is ensured by setting boundaries and restricting screen usage.
- 7. Adopt a Democratic Outlook:** Social media offers a public forum for people to express their unique opinions. It acts as a facilitator in a democratic setting, allowing multiple views to be heard and encouraging fruitful discussions on various subjects.
- 8. Posting with Intention:** It's important to think carefully before sharing each post. In order to retain a positive online reputation, offensive content and false information must be avoided.
- 9. Get Your Audience Active:** To get your audience's attention on social media, you must create posts that are interesting and engaging. Posting provocative questions at the end of them promotes discussion and improves reader engagement with your material.
- 10. Response Time:** Being prompt in answering questions, comments, and messages demonstrates professionalism and civility and promotes friendly relationships.
- 11. Enhancing Communication through Visuals:** Add images, videos, GIFs, and emoticons to your posts' text content to make them more visually appealing and engaging. To avoid overloading your audience with too much multimedia, use graphics carefully.



- 12. String-together All Social Media Activities:** Your online presence is more efficient when all of your social media accounts are connected through a single link. Your audience will have easier access if sites like Instagram, LinkedIn, and Twitter are integrated together.
- 13. Catchy Captions:** Your social media postings get character when you add engaging and thoughtful captions, making a lasting impression on your audience.
- 14. Expressive Language:** Idioms, phrases, and well-known proverbs give your social media communication depth and life, increasing the relatability and impact of your postings.
- 15. Use Different Features:** There are multiple tools and features that different social media platforms have to offer. Utilise them well as per your professional need for making the best of Digital Communication.
- 16. Learn to Master Hashtags:** By properly utilising hashtags, you may expand the audience for your posts and make it easier for people who are interested in particular subjects to find them.

The ability to communicate clearly on social media is one that is highly valued in the workplace. You may create a powerful and effective online presence by picking the appropriate platform, embracing digital communication, and expressing oneself honestly. You can create a lasting impression on your professional network by keeping in mind to engage your audience with compelling imagery, smart subtitles, and emotive language. You may expand your professional chances and have a significant impact on the digital landscape by using social media in a planned way.

5.3.3 Twitter

Twitter, a social networking service available online at no cost, has seen a significant transformation since its inception as an SMS-based platform with a constraint of 140 characters. It has now become a well-established component of the digital realm. With a staggering number of 100 million daily active members and an astonishing 500 million daily tweets, this social networking platform has emerged as a remarkable phenomenon in the realm of online connectivity, comparable to the likes of Google, Facebook, and YouTube. As businesses increasingly acknowledge the



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potential of Twitter, they are increasingly utilising it as a potent instrument for self-promotion, customer service provision, and engagement with clients and prospects.

The defining characteristic of Twitter is its concise nature. Each tweet must adhere to a succinct format, with a maximum character limit of 140, so restricting the expression of ideas to a concise and focused manner. The imposition of this restriction was initially implemented by cell carriers; however, Twitter made the deliberate decision to retain it, as it is consistent with the platform's corporate identity. In our contemporary society, characterised by a significant reliance on technology and a tendency towards shorter attention spans, Twitter endeavours to generate easily digestible information, so rendering it well-suited for disseminating brief and frequent responses to the query: "What activities are you currently engaged in?"

Tips to Write Effective Tweets

- 1. Understand your Audience:** Customise your material to align with the tastes of your followers. Utilise elements of humour, inspiration, or newsworthy subjects to enhance the appeal of the content, hence encouraging retweets and shares.
- 2. Utilise Visual Aids:** Employing images or videos in your tweets can successfully enhance the communication of your message and foster more interaction.
- 3. Incorporate Hyperlinks:** Integrate hyperlinks to online sources or video platforms to supplement the content and promote users' engagement in further exploration.
- 4. Strategically Employ Hashtags:** Employ pertinent hashtags to enhance the reach of your tweet, while exercising caution to prevent an excessive accumulation of hashtags.
- 5. Engage with Current Trends:** Enhance your tweet's visibility and participation by aligning it with hot topics, thereby becoming part of popular discussions.
- 6.** In order to foster interaction and establish connections with other users on Twitter, it is advisable to employ the "@" symbol to mention and link your tweet to their respective profiles or ongoing discussions.



7. **Enhance the Accessibility of Tweets:** Guarantee inclusivity in your tweets by include alt-text for photos and conscientiously addressing accessibility in your content.
8. **Establishing an Appropriate Voice and Tone:** It is vital to delineate the distinctive voice of your brand and adapt the tone accordingly, taking into account the circumstances at hand, while upholding a demeanour that is both considerate and understanding.
9. It is advisable to take into account the timing factor while posting tweets, as doing so can effectively enhance the exposure and engagement of your content.
10. To evaluate success, one can utilise Twitter's analytics to assess the progression of followers, interactions with tweets, and general engagement.
11. Maintain conciseness by prioritising brevity and emphasising a key topic, while refraining from lengthy tweets.
12. **Utilise Polls:** Employ Twitter polls as a means to actively involve your audience, solicit comments, and cultivate engagement.
13. **Humanising Your Brand:** Cultivating a relatable and genuine brand voice helps cultivate meaningful connections with your target audience.
14. **Maintain Responsiveness:** Engage with one's followers by actively interacting, addressing comments, and sharing pertinent content through retweets, thereby keeping an ongoing presence.
15. To conserve space and maintain a tidy and structured appearance in tweets, it is recommended to employ URL shortening services such as Bitly or TinyURL.

Strategies to Efficiently Utilise Twitter

One effective strategy for professional networking is to establish connections with industry experts by actively following them on the social media platform Twitter. Interact with their content by actively engaging with it, such as retweeting their perceptive comments, and actively participating in debates. Developing connections with industry specialists



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has the potential to augment one's credibility and prominence within a specific field.

1. Demonstrate professionalism and cultivate engagement by engaging with others in a manner that is characterised by courtesy and respect. It is advisable to refrain from engaging in spamming activities or engaging in excessive promotional behaviour. Instead, prioritise the contribution of valuable insights and constructive engagement in conversations.
2. In order to enhance the visibility of your tweets, it is advisable to employ pertinent hashtags and incorporate retweets into your social media strategy. The act of retweeting content from other users has the potential to cultivate positive sentiments and promote a sense of mutual exchange, ultimately amplifying the prominence of one's profile.
3. Directly addressing your audience, Twitter provides a convenient means of establishing communication channels with both your existing customer base and potential prospects. Interact with individuals by utilising the @ mention feature, promptly addressing their remarks, and employing polls as a means to collect valuable input. Developing a personal connection with one's audience has the potential to cultivate loyalty and promote brand advocacy.
4. **Promote Your Products and Services:** Enhance the visibility of your services by devising unique hashtags, strategically leveraging Twitter Ads, or engaging in partnerships with influential individuals. The egalitarian nature of Twitter provides businesses with an effective means of reaching their target audience.
5. **Emphasise Your Proficiency:** Establish yourself as a recognised authority in the field by disseminating important insights, industry-related news, and educational articles. The dynamic nature of Twitter provides an ideal platform for demonstrating one's competence and cultivating a position of intellectual authority.
6. **Maintaining Customer Retention via Engagement:** Foster ongoing communication with customers by disseminating exclusive news, promotional incentives, and details on upcoming events. The rapidity and potential for widespread dissemination inherent in Twitter can



enhance the impact of your communications and sustain the interest of your audience.

7. Incorporating Twitter into one's content marketing strategy is vital, since it should be regarded as an integral component of a comprehensive approach to content marketing. Utilise various forms of media, such as blog posts, infographics, videos, ebooks, and other relevant content, to effectively showcase your distinctive expertise and actively captivate your target audience.

Through the utilisation of Twitter and the implementation of a carefully constructed plan, organisations/professionals have the ability to establish connections with their intended audience, enhance the dissemination of their brand message, and facilitate expansion. The user highlights the essentiality of Twitter as an online communication tool due to its user-friendly interface and efficient information distribution capabilities.

PRACTICE QUESTIONS

1. How is Digital Communication important to modern day professions?
2. If you have to tweet about a new product that your brand has launched, what will be the set of do's and don'ts you'd follow for writing & posting a tweet about it?

5.3.4 Facebook

Facebook, established in 2004 by its founder Mark Zuckerberg, currently holds the position of being the largest global social media site, with a substantial user base exceeding two billion individuals. Facebook, because of its extensive user base, offers a platform that grants access to diverse audiences and enables multiple modes of communication. Facebook, being a prominent player in the realm of social networking, serves as a platform primarily designed to facilitate interpersonal connections. Consequently, it presents an opportune environment for businesses to establish meaningful interactions with their clientele, thereby enabling personalised engagement.

One of the notable capabilities of Facebook is its capacity to facilitate the dissemination of postings originating from other social media networks.



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Facebook facilitates the effortless dissemination of content across several platforms, encompassing the sharing of YouTube videos, cross-posting from Instagram, and linking to external websites. The adaptability of this medium provides professionals with a valuable opportunity to distribute significant information, resources, and educational content to their intended audience.

Facebook can be utilised by educators as a convenient and easily available medium to actively interact with pupils beyond the confines of the traditional classroom setting. Establishing specialised groups or pages only for a specific course or subject enables educators to disseminate additional resources, deliver timely notifications, and foster interactive discourse. The interactive functionality of Facebook cultivates student participation and motivates students to actively pursue clarification, pose inquiries, and engage in scholarly discourse.

In addition to its academic applications, Facebook possesses the capacity to facilitate professional communication within the context of enterprises and organisations. Organisations have the opportunity to utilise Facebook's wide-ranging outreach and comprehensive user demographic data in order to directly interact with their clientele. The establishment of an official Facebook page enables businesses to cultivate brand recognition, disseminate product updates, provide customer assistance, and execute marketing initiatives. Through the strategic utilisation of Facebook's multifaceted features, businesses have the opportunity to establish meaningful connections with their intended audience in a manner that is tailored to their individual preferences and experiences. This personalised and relevant approach has the potential to cultivate a devoted client base, characterised by a strong sense of loyalty.

In addition, Facebook's advertising targeting tools provide businesses with the means to efficiently reach their desired audience. By utilising many advertising formats and customization features, organisations have the ability to personalise their promotional materials in order to align with the interests and preferences of potential consumers. This strategic approach can significantly increase the likelihood of achieving successful conversions.

Facebook's networking capabilities extend beyond the scope of individual users and businesses, as it effectively encourages group interactions



and fosters the development of communities. Facebook Groups serve as a platform wherever individuals with similar interests may convene, exchange thoughts, and engage in cooperative endeavours. These clubs function as valuable assets for professionals who are looking to broaden their networks, establish connections with colleagues, and gain access to industry-specific knowledge and prospects.

Nevertheless, it is crucial for individuals to exercise caution and strike a delicate equilibrium between personal and professional content on Facebook, despite the myriad benefits it provides for professional communication. It is imperative for professionals to ensure that their public representation on Facebook is congruent with their desired image and brand. Utilising privacy settings and implementing content filtering mechanisms tailored to distinct audiences can effectively uphold a professional online persona while yet facilitating interactions with friends and family.

Facebook's extensive reach, multifaceted content-sharing capabilities, and interactive characteristics render it a highly effective instrument for facilitating professional communication. Facebook's impact on contemporary communication is unrivalled, serving as a powerful tool for schools, corporations, and networking endeavours. It facilitates meaningful and significant connections among individuals worldwide.

Tips to Write Effective Posts on Facebook

Facebook is an effective medium for engaging with a wide range of people and exchanging great content. Consider the following ideas to make your posts stand out and resonate with your followers:

- 1. Be Original and Avoid Plagiarism:** Strive for originality while developing material for your Facebook postings. Plagiarism not only harms your reputation, but it is also unethical. To attract your audience and develop trust, provide unique views, thoughts, and ideas.
- 2. Sources Should Be Referenced and Cited:** When using external information such as statistics, quotes, or data, make sure to provide proper credit by referring and crediting the original sources. This practise increases the legitimacy of your writings and shows your dedication to accuracy and honesty.



- 3. Understand Your Audience:** Understand your target audience's interests, preferences, and pain areas. To make a real connection, tailor your postings to their requirements and use language that is comfortable and relatable to them.
- 4. Provide Valuable and Instructive Information:** Facebook users like information that is both valuable and instructive. Share expertise, tips, lessons, and industry insights that will benefit your followers' life. Provide solutions to common difficulties and respond to frequently requested inquiries to establish oneself as a valuable resource.
- 5. Use Visuals Wisely:** Images and videos are eye-catching features that can increase the impact of your content. Use high-quality graphics to enhance your content and elicit emotions. Complex information can be conveyed in an easily digestible fashion using infographics, animations, and compelling films.
- 6. Create Captivating Headlines:** The headline of your post is the first thing people see, and it decides whether they click to read more. Create captivating and intriguing headlines that spark interest and promote participation. Avoid clickbait methods and make your headline's promise in the content.
- 7. Use Clear and Brief Language:** Write in a plain and brief manner. Avoid using jargon or sophisticated terminology, which may turn off portion of your audience. Aim for clarity and simplicity to guarantee that everyone understands your message.
- 8. Include Calls to Action (CTAs):** Encourage your audience to do things like, share, comment, or visit your website. CTAs that are clear and relevant direct user behaviour and drive interaction, resulting in enhanced exposure and reach.
- 9. Embrace Storytelling's Power:** Stories have a powerful impact on human emotions and memories. Tell engaging stories about your brand's principles, successes, or customer experiences. Stories let people connect, which makes your posts more memorable and relatable.
- 10. Post at the Most Appropriate Times:** Pay attention to your audience's online behaviours and post when they are most active. Examine Facebook Insights to determine peak engagement times and arrange your posts accordingly for optimum visibility.



- 11. Respond to Comments and Messages:** Interact with your audience by swiftly responding to comments and direct messages. Show gratitude for favourable remarks and respond to concerns or enquiries properly. Active engagement generates trust and a sense of community around your brand.
- 12. Analyse and Adapt:** Use Facebook Insights or other analytics tools to continuously check the performance of your postings. Analyse which material is most popular with your target audience and adjust your strategy accordingly. Adopt a data-driven strategy to improving your content and increasing its efficacy.

Following these tips will allow you to create effective and engaging Facebook posts that will leave a lasting impact on your audience, develop significant connections, and add to your overall digital marketing success.

5.3.5 LinkedIn

LinkedIn, the world's largest professional network on the internet, has changed the way people connect and collaborate. LinkedIn, with its plethora of features and capabilities, is a dynamic platform for advancing your career and cultivating significant professional relationships.

LinkedIn serves as a portal to a world of opportunity for aspiring professionals. The platform is a treasure trove of options, and it is easily accessed via a desktop, LinkedIn mobile app, or mobile browser experience. LinkedIn provides full help on your professional journey, from finding the appropriate job or internship to honing the skills essential for career success. Let's understand how LinkedIn helps you as a professional:

1. Creating a complete LinkedIn profile is essential for opening a world of opportunities. A well-crafted profile emphasises your experiences, skills, and education while emphasising your unique professional story. You can promote yourself as a useful asset to potential employers and colleagues by using meaningful descriptions and compelling material.
2. LinkedIn is more than simply a digital resume. It promotes active networking by allowing users to interact with and establish professional ties with those who share their interests. By broadening your network,



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you have access to new possibilities, collaborations, and industry knowledge. The emphasis on authenticity and trustworthiness on LinkedIn creates a trustworthy atmosphere for networking and participation.

3. LinkedIn engagement does not end with virtual encounters. The website makes it easier to organise offline events, allowing professionals to meet in person, exchange ideas, and build long-lasting bonds. Joining clubs centred on common interests or sectors expands networking chances and allows for meaningful debates on hot subjects.
4. LinkedIn allows you to offer your knowledge and thought leadership through articles, images, videos, and postings, in addition to engaging with others. You can position yourself as an authority in your field as a content producer and contribute to significant discussions within your professional community.
5. LinkedIn Learning, the company's sophisticated learning platform, provides a wide library of courses to help you improve your skill set. Whether you want to improve your technical abilities or develop soft skills that will help you advance in your profession, LinkedIn Learning offers a comprehensive learning experience that will meet your needs.
6. LinkedIn is a crucial tool for recruiters and businesses looking for top talent in today's competitive employment market. Keeping your profile active and up to date boosts your visibility to potential employers and may even result in unsolicited employment offers. LinkedIn's algorithm and networking possibilities ensure that your qualifications and achievements are seen by the right people.
7. Furthermore, LinkedIn's alumni feature allows you to stay in touch with previous colleagues and classmates, building a feeling of community and a large professional support network.

LinkedIn is a must-have tool for professionals looking to enhance their careers and establish a strong digital presence. LinkedIn enables users to exhibit their distinctive professional stories, connect with like-minded individuals, and access a world of opportunities by exploiting its numerous features and networking capabilities. So, sign up for LinkedIn today and take the first step towards a more rewarding and gratifying career experience.



Tips to Make a Professional Profile on LinkedIn

LinkedIn, the internet's largest professional network, provides a tremendous platform for establishing and showcasing your knowledge in the academic and professional worlds. Consider the following steps to construct a captivating LinkedIn profile that will leave a lasting impression on potential employers, co-workers, and collaborators:

1. **Use the Appropriate Representation:** Your profile photo is the first impression that others will have of you, therefore, use a professional, front-facing photo with adequate lighting that was taken within the last 5 years. You can use a picture or design that represents your study discipline or professional interests as the backdrop cover photo, providing extra insight into your expertise.
2. **Create an Engaging Headline:** Your headline should contain more information than simply your present job title. Use this area to highlight your expertise and significant value points. Use keywords relevant to your field and utilise a formula like “Keyword + 3 Value Propositions” to make your headline stand out. For instance, “University Lecturer with a Passion for Undergraduate Education and Applied Research.”
3. **Showcase Your Expertise:** LinkedIn is a great place to show off your knowledge and thought leadership. Move the articles part of your profile to the top, emphasising recent or notable articles. To engage your network and demonstrate your accomplishments, share valuable content such as articles, industry initiatives, and course materials.
4. **Be Explicit and Descriptive:** Be explicit about your duties and responsibilities in your Work Experience section, showcasing your unique abilities and achievements. Make use of bullet points to clearly convey your contributions, and place the most critical responsibilities at the head of each list.
5. **Highlight Your Education:** Include information on your undergraduate and postgraduate institutions, as well as your major(s) and minor(s), in the Education section. If applicable, include a brief summary of any employment you held while studying. Remember to include any academic achievements, such as honours, awards, research experience, or funded projects.



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6. Adding your location information is optional, but it can help you develop a more complete profile and potentially connect you with other researchers in your region. If you are concerned about privacy, you can change the settings to limit who can see this information.
7. Use LinkedIn's capabilities to add eye-catching content to your profile. Share your findings, opinions, and ideas with your network by using LinkedIn SlideShare and Pulse. Prioritise material that is relevant to your current interests and research interests.
8. **Connect with Colleagues, previous Students, and Professionals in Your Field:** Make connections with colleagues, previous students, and professionals in your field. Be generous with your suggestions and endorsements for others, and make sure they reflect your true support.
9. **Use Keywords:** Consider keywords to be hashtags that might increase your visibility in LinkedIn searches and suggestions. In order to increase your exposure and make it simpler for others to locate you, use relevant keywords throughout your profile.
10. **Engage in Active Networking:** LinkedIn is a dynamic networking tool, not just a static resume. Participate in chats, join relevant groups, and participate in discussions to broaden your professional network and remain current on industry trends.
11. **Maintain Your Profile:** Update your profile on a regular basis to reflect your most recent accomplishments, experiences, and interests. LinkedIn is a living representation of your career experience; keep it up to date to get the most out of this useful platform.

Following these steps will allow you to develop an effective LinkedIn profile that promotes your expert status, highlights your accomplishments, and fosters beneficial professional contacts. Use LinkedIn's capabilities to boost your academic performance and open up a world of prospects in your area.

PRACTICE QUESTIONS

1. How can Facebook help a company develop their business?
2. How can a professional utilize LinkedIn to create a good image of oneself in the digital space?



5.3.6 Book Review Writing, Blog Writing

In today's digital world, good communication is more important than ever in the professional sphere. Blog Writing and Book Review Writing are two types of digital communication that have gained traction. These diverse platforms not only provide a forum for the exchange of vital thoughts and knowledge, but also provide unique chances for professionals to develop their expertise and engage with a larger audience.

Professionals can position themselves as thought leaders, network with colleagues, and demonstrate their talents by blogging, whereas book reviews allow for critical analysis and contribute to a professional's credibility in their industry. Embracing various types of digital communication can have a big impact on one's professional life, opening up new opportunities for growth and achievement.

Book Review Writing

A book review describes not just what a book is about, but also how successful it is at what it attempts. Book evaluations have a unique role in the literary world, bridging the gap between the literary work and its potential consumers. As a reviewer, you are responsible for offering an accurate and analytical assessment of the book while infusing it with your personal response. By balancing these two threads, you can ensure that your review not only exposes the book's content but also digs deeper into its meaning for readers, answering the crucial "So what?" question. Let's go through the fundamentals of book review writing, preparing you to write compelling and insightful reviews.

- 1. The Art of Descriptive Analysis:** A successful book review begins with a brief but thorough summary of the book's substance, style, and structure. Begin by establishing the core theme, plot, and characters to give readers a clear picture of what the book has to offer. Examine the author's writing style, emphasising literary techniques and narrative decisions that enhance the entire experience. Your descriptive analysis lays the groundwork for a comprehensive review.
- 2. Discover the Author's Purpose:** A book review aims to identify the author's purpose and intent behind the work rather than simply summarising the plot. Examine the author's core ideas, motifs, and



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messages and how they relate with the audience. Understanding the author's aims allows you to provide a more in-depth analysis of the book's value and impact on its audience.

- 3. Analyse the Execution:** A thorough assessment dives into the author's implementation of their ideas and topics. Examine how well the book meets its objectives, whether they are to communicate a powerful message, create engaging characters, or explore thought-provoking themes. Provide constructive comments to both potential readers and the author by delivering a balanced critique that acknowledges both strengths and flaws.
- 4. Personal Interaction and Response:** Your personal interaction with the material is the defining feature of a great book review. Share your emotional reaction to the book and how it affected you as a reader. Did it elicit powerful emotions, challenge your assumptions, or leave an indelible impression? Clarify your reactions so that readers can connect with your experience and make informed conclusions about their interest in the book.
- 5. Consider your target audience when writing your book review.** Are you writing for fellow book lovers, academics, or casual readers? Adapt your wording and tone to your target audience's tastes and expectations. A review written for academics may go deeper into literary analysis, whereas a review written for popular readers may focus on relatable features and overall appeal.

Writing book reviews is an art form that combines objective analysis with subjective engagement. Your goal as a reviewer is to provide a considered and comprehensive assessment of the book's content, execution, and influence. You construct an interesting review that informs and captivates your readers by striking a balance between explaining the book's aspects and conveying your personal opinion. Accept the opportunity to express your love of books and contribute to the lively world of literary debates through your insightful book reviews.

Blog Writing

A blog is a powerful platform for individuals, groups, and corporations to express ideas, connect with audiences, and develop a strong online presence in today's huge digital landscape. A blog, which derives from the



phrase “weblog,” is an online journal or instructional website that displays regularly updated content, known as blog posts, in reverse chronological order. Blogs, which are written in an informal and conversational style, cover a wide range of themes and goals, ranging from personal narratives to educational resources and content marketing methods.

Blogging began about 1994 as a platform for individuals to discuss their personal experiences and interests. They have evolved into essential marketing tools for organisations and attractive employment opportunities for individuals. The variety of content available on blogs reflects their growing character. While some continue to function as online journals, others serve as knowledge hubs, with the goal of educating and engaging readers on specialised topics. Blogs are used by organisations and organisations as part of their content marketing strategies to increase brand awareness and conversions.

Businesses use blogs to advertise their programmes and attract a larger audience. Blogs, for example, are used by educational institutions to entice prospective students to enroll in their programmes. Business blogs’ content is centred on industry-related information that appeals to their target markets. These blogs are frequently operated by teams of writers, assuring a steady stream of interesting information.

Tips to Write an Effective Blog

1. **Understanding Your Audience:** Before you begin writing, you must first understand your target audience’s preferences, interests, and needs. To construct formal buyer personas, ask exploratory questions and do market research. Knowing your audience enables you to personalise your material to their individual needs, providing useful insights and solutions.
2. **Getting Ideas from Competitors:** Looking at well-known competitors can provide ideas. To acquire insight into successful blog tactics, examine their branding, writing style, and audience involvement. While monitoring rivals is useful, it is critical to find your own unique approach in order to stand out in the crowded blogging arena.
3. **Choosing Blog Themes:** Choosing blog themes entails finding the optimal junction between your expertise and the interests of your audience. Investigate what your competitors cover and select topics



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that you are well-versed in. Ensure that the topics are relevant to your readership's needs, and that preliminary keyword research is conducted to evaluate demand.

- 4. Identifying Your Unique Angle:** Make your blog stand out by identifying your unique selling proposition. Consider your professional and personal experiences, identify the precise problems you'll solve for your readers, and develop an editorial strategy. Your unique point of view will set you apart and resonate with your target audience.
- 5. Choosing a Catchy and Memorable Name for Your Site and Creating Your Domain:** Choose a catchy and memorable name that reflects the essence of your site. Maintain relevance to your brand message and the interests of your audience. Choose a domain name and use a content management system (CMS) to construct your blog. Check that the appearance of your blog is consistent with your content and brand identity.
- 6. Personalise the Look:** Make your blog's appearance reflect your content subject and brand. To define your brand and objective, include your logo and a "About" page.
- 7.** Finally, get into the heart of blog writing by composing your first intriguing post. Engage your readers with thought-provoking and interesting material that keeps them coming back for more.
- 8. Embrace the Blogging Journey:** Blogging is a journey of self-expression, connection, and impact. Remember that your real voice and love for your topics will resonate with your audience as you embark on this creative journey. So, take the plunge, release your imagination, and use the power of blog writing to create your mark in the digital world.

PRACTICE QUESTIONS

1. What is the benefit of writing blogs?
2. How do good book reviews help the readers?

5.4 CV/Resume/Bio-Data

In the modern world where, mostly, there are more than 100 applicants for a position in an organisation, CV/Resume/Bio Data becomes very



significant. When you apply for a job, it is through a CV/Resume/Bio-Data, that you present yourself and your suitability/eligibility for the position you are applying for. It is important to understand each of these as people usually get confused among the three.

| | CV | RESUME | BIO-DATA |
|----------------|--|---|---|
| Origin | Latin: Curriculum Vitae, meaning “course of life” | English: Summary | English: Biographical Data |
| Purpose | Detailed academic and professional history. It includes education, publications, awards, relevant work and experience. | Precise overview of the professional qualifications and work experience, as per the job type. | Includes more of personal information in a detailed manner tailored for personal and marital purposes. |
| Length | 2-3 pages or longer than it. | 1-2 pages | More detailed than resume and length may vary as per the details. |
| Focus | Achievements - Academic and professional. | Skills and Achievements - Specific to the job type. | More emphasis on personal details and only those professional details which are significant to the purpose. |
| Layout | Section-wise and detailed. | Bullet points and concise. | Form-like or sort of a questionnaire. |

A well-structured Resume/CV is a crucial form of professional communication in business, showcasing a candidate’s competence, commitment, and seriousness. It aids in selecting suitable candidates, making the selection process fast. It is essential for graduates, consultants, writers, and academics, and helps stand out in the job market.

5.4.1 CV or Curriculum Vitae

The word CV is derived from the Latin word ‘Curriculum Vitae’ which means ‘the course of life’. It is a lengthy document that explains your



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career path in detail, covering all types of personal and professional information. It enables you to effectively list your skills to prospective employers by summarising your education, skills, and experience.

CV details a person's academic and professional background. A CV, as opposed to a resume, provides a more thorough picture of your job experience and talents, covering not just your work history but also your academic accomplishments, publications, presentations, awards, affiliations, and other relevant information.

Tips for Preparing an Effective CV

1. Your CV should be tailored as per the job description.
2. Mention basic details about you: Contact Information, Objective (optional), Educational Qualifications, Work Experience, Skills, Certifications (if required), Publications, Awards/Honours/Fellowships/Languages, Hobbies and Interests.
3. Maintain the same format, font style and layout throughout your content.
4. CV is lengthier than Resume.
5. Follow chronology when you list your experiences.
6. Highlight achievements, too.
7. Proofread before sending it, so as to avoid any type of error.



EXAMPLE:

(Credit: <https://standout-cv.com/pages/cv-template-pdf>)

Chloe Thompson | Sales Administrator

Location: **Nottingham**
 Telephone: **07777777777**
 Email: **Chloe@ChloeThompson.com**

Professional Profile

'Knowledgeable Sales Administrator with a solid foundation in sales processes and procedures, relied upon to optimise sales opportunities and provide clients with a world class service'

A highly organised individual who can provide a professional and efficient first point of contact for customers, acting as a gatekeeper for all inbound phone calls and visitors. Supports the sales team by qualifying leads, researching potential clients, and scheduling appointments. Effectively builds loyalty and long-term relationships with customers while achieving all individual sales goals.

Core Skills

- Sales administration
- Client retention
- Customer quotations
- Sales processing
- Business development
- Pricing, costing, and margins
- Sales performance metrics
- CRM software and MS Office

Career Summary

Jan 2018 - Present **Jones Security Solutions, Nottingham**
Sales Administrator

Outline
 Working for a leading home security company as the sole Sales Administrator. Responsible for supporting the sales team of 15 (billing an average of £3.4m in gross sales per annum) on all areas of sales administration and account management.

Key Responsibilities

- Manage the administration of all sales order processes
- Support the sales team to meet their sales targets and ensure customers are receiving the best possible service
- Accurately enter sales orders onto the company CRM system
- Respond to sales and order queries
- Maintain an accurate database of customer information including contact details, product preferences and any agreed terms
- Schedule appointments for new business customers to meet with a company sales representative
- Create revised price lists as required and issue them to customers as appropriate
- Create marketing materials, ensuring that a professional, corporate image is projected which promotes the company brand
- Liaise with suppliers regarding pricing, stock discrepancies and deliveries
- Input, process, and chase customer payments, escalating to the Sales Manager where appropriate

Key Achievement/Projects

- Created a database to track prospective clients, including calls, appointments, contact names, client needs and the assigned salesperson; this enabled the Sales Manager to quickly access information by geography, salesperson, or outcome, and improved process efficiency by over 80%.
- Implemented a new call system, reducing call waiting times by over 70% and reduced dropped calls by 82%.

May 2016 – Jan 2018 **AlarmsRUs, Nottingham**
Assistant Sales Administrator

Outline
 Working for a local alarm provider as part of a small sales team. Responsible for assisting the Sales Administrator to answer customer queries about products, orders, and deliveries.

Key Responsibilities

- Accurately processed an average of 25 customer orders per day into the CRM system
- Answered customer enquiries over the phone, by email and face to face
- Updated customer records including personal information, contact details and agreed terms

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- Scheduled customer appointments with a member of the sales team
- Created draft marketing materials to be reviewed by the Sales Manager
- Attended trade shows to provide support to the Sales Manager
- Conducted market research to understand which security solutions were most popular and what offers competitors were advertising
- Provided administrative support to the sales team including sending out discount information and promotional materials to potential customers
- Attended sales meetings and took accurate minutes

Key Achievement/Projects

- Maintained 100% accuracy for order input, which reduced customer queries and enhanced the overall customer service experience.
- Created a new filing system for incoming parts, enabling stock to be found quickly and easily.

Education

- BSc Sales Management (2:1) – Nottingham University - 2016
- 3 x A Levels, grades BCC – Nottingham College - 2013
- 9 x GCSEs, grades B-C – Nottingham School - 2011

References available on request



5.4.2 Resume

A resume is a concise summary of your skills, education, and experience. It should highlight your most valuable assets and talents that are relevant to the job for which you are applying, as well as distinguish you from other individuals applying for similar roles. Although it will not gain you a job or an internship on its own, a decent resume will help you get an interview.

Tips for Preparing an Effective Resume

1. Your language must be specific and not vague.
2. Write in active voice and not passive voice.
3. Avoid flowery Language.
4. Avoid any spelling or grammatical errors.
5. DO NOT miss your important contact details.
6. Tailor your Resume as per the post or job description.
7. Try to be more fact-based in your content.
8. Avoid any slang, picture, age or sex.
9. You must be consistent in the format of the content.
10. Send your resume in the right document format if you send it by mail.

Pooja Shah

31/B Janta Street, CR Park, New Delhi-110019

Phone: 9810*****

E-mail: shah@gmail.com

OBJECTIVE

Aspiring to start as a management trainee in an industry where my management education, particularly in marketing, may be effectively developed. My long-term ambition is to advance to a senior executive position in marketing.



PERSONAL PROFILE

- ◆ DOB: 22 February 1984
- ◆ Marital Status: Single

SPECIALIZATION

- ◆ Marketing and Sales
- ◆ Human Resource Management

EDUCATION

PGDM, Manav Rachna University, Delhi/NCR- 2007

Bachelor of Arts in English Honors, Miranda House, University of Delhi- 2005

Senior Secondary (XII) CBSE – Science, NGFS, New Delhi- 2002

Higher Secondary (X) CBSE, NGFS, New Delhi- 2000

SCHOLARSHIPS/AWARDS

Pandit Deen Dayal Scholarship for Outstanding Student of the year- 2006.

INTERESTS and ACHIEVEMENTS

◆ Leadership

- ◆ President of Student Council (2006-07) at Miranda House College.
- ◆ Won Inter-college Debate Competition and stood 1st in 2007.

◆ Event Management

- ◆ Organized sponsorships worth Rs. 20 lakhs annual Fest at college in 2007.
- ◆ Organized a cross-country run for ‘Green & Clean Delhi’ on 24 January 2006.
- ◆ Committee involvement.

SKILLS

- ◆ Coordination and Event Planning
- ◆ Sponsorship Acquisition
- ◆ Human Resource Management



5.4.3 Bio-Data

Bio-data, short for “biographical data,” is a type of curriculum vitae (CV) that concentrates on an individual’s personal information, such as educational history, talents, interests, and achievements. A bio-data, as opposed to a typical resume, which is often limited to one or two pages, can be more thorough, allowing for a more full assessment of an individual’s life events. In nations such as India, bio-data is extensively used for marriage, employment, and other purposes.

The bio-data includes personal information, objective, educational qualifications, skills and abilities, work experience, achievements, interests and hobbies, languages known, and references for vouching for qualifications and character. It also includes a summary of your career or personal life goals, relevant skills, work experience, achievements, and extracurricular activities.

Tips to Write an Effective Bio-Data

1. Always share accurate and honest information. Falsifying information might lead to disqualification or termination.
2. While bio-data might be more thorough than a conventional resume, avoid being overly verbose. Keep it concise but comprehensive.
3. Personalise: Tailor your bio-data to the unique needs of the job or purpose for which you are using it.
4. To make the text easier to read, use clear headings, bullet points, and numbers.
5. Make sure the information you offer is relevant to the objective of the bio-data. For example, if you’re applying for a job, emphasise your relevant talents and work experience.
6. Spelling and grammatical problems can have a negative impact. Always double-check your bio-data and, if feasible, have someone else look it over.
7. A professional photo may be appropriate in some cultures or for specific purposes (such as marriage).
8. Maintain a formal and professional tone in your discourse.



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9. Some bio-data forms conclude with a declaration that all of the information provided is correct. This is frequently followed by a spot for your signature and the date.

PRACTICE QUESTIONS

1. What is the need of creating a CV/Resume/Bio-Data?
2. How are all the three - CV, Resume, and Bio-Data different from each other?

5.5 Job Application Letter

A Job-Application Letter is inevitable to CV/Resume when you apply for a job using it. It is also called a covering letter or Letter of Application. The Job application letter is simply like sales letter. You are attempting to offer your services and will, in most situations, be competing with other applications. Your immediate goal is to have your letter read by someone in the organisation who has the authority to screen job applications; your long-term goal is to have an interview. As a result, your letter must: attract your reader's attention, persuade your reader that you are qualified for the position, and seek an interview. These goals must be fit in one page.

Send your Job application letter to the organisation to which you are applying. Include any information relevant to the job for which you are applying in the letter. Your reader should be able to determine the goal of your letter right away; you should not waste his or her time with superfluous formality or information. You should express unequivocally that you want to work for the organisation. It could be a specific job that was advertised or that you found out about through another source. Or, you may have heard that the company has the type of position you want and are writing to check if there are any opportunities for a candidate with your qualifications. Make it a point to tell your reader why you believe you are qualified for the position and when you will be available for an interview. ONLY SENDING A JOB APPLICATION LETTER WITHOUT A CV/RESUME IS WASTE. CV/RESUME is attached with this letter.



5.5.1 Tips for Writing an Effective Job-Application Letter

1. Try to stick to the specific job type you want to apply for. Mention only relevant information.
2. Try to fit in the letter within one page as stated earlier, too.
3. List relevant and significant qualifications in the form of summary and not repeat the whole CV/Resume.
4. It should have a formal tone.
5. Employment objective must be clearly stated in the beginning.

EXAMPLE:

Kishan Kumar has to apply for the post of Content Writer at Viram Media Pvt Ltd. Prepare a Cover Letter for the same.

Kishan Kumar

Laxmi Nagar, Delhi-110092

20 May 2023

HR Manager

Viram Media Pvt Ltd. Daryaganj, Delhi-110006

Subject: Job-application letter for the Post of Content Writer.

Respected Sir/Madam,

I am writing to apply for the role of Content Writer at Viram Media Pvt Ltd, which was published on Indeed.com. I am confident in my ability to provide excellent results for your team because of my strong educational background and job experience in content writing, as well as my passion for engaging audiences via narrative.



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I graduated from University of Delhi with a degree of B.A. (Hons) in English, and I have spent the last 2 years honing my talents as a content writer at Rashtra News. I sharpened my skills as a content creator here, where I captivated our target demographic and boosted user interaction. My ability to work under pressure and fulfil tight deadlines guarantees that the editorial components of a project do not lag behind its more inventive rivals. Furthermore, I have a thorough understanding of SEO practises and how to implement a content strategy that hits all the right notes in terms of engaging readers and ranking high in search results.

Viram Media Pvt Ltd's reputation for producing high-quality content that propels brand stories forward has pleased me. Your team's work demonstrates the company's dedication to excellence. I am thrilled about the idea of contributing my own set of talents and expertise to a dynamic and well-respected organisation like yours.

My resume is enclosed, and it contains further information about my professional past. I am excited to offer my writing abilities, social media savvy, and storytelling love to Viram Media Pvt Ltd. I am available for an interview as soon as possible and can be reached by email at kk@gmail.com or by phone 9212****.*.

Thank you for taking the time to examine my application. I eagerly await the opportunity to further discuss my application with you.

With Sincere Regards

Kishan Kumar

PRACTICE QUESTIONS

1. Is Job-Application Letter different from CV/Resume? How?
2. How should one-create a Cover Letter to make an ever-lasting impression on the reader?



5.6 Documentation

Documentation refers to the process of capturing and maintaining information, data, and communication exchanges in printed or electronic form. It includes developing written materials, reports, memos, emails, meeting minutes, and other records that capture critical facts, decisions, and activities within a company. Documentation/Documenting is essential in modern professional communication, including anything from documenting critical information to delivering extensive reports and ideas. Every organisation relies on excellent documentation to expedite operations, manage data, and establish consistency. Developing great documentation abilities not only improves professional materials but also allows professionals to successfully engage with colleagues and clients. In this post, we will look at the advantages of documentation, go over the step-by-step process of generating a document, and emphasise key abilities and traits that contribute to competent documentation.

5.6.1 Functions of Documentation

Documentation is an essential component of company communication and performs numerous functions:

1. Documentation ensures that information is delivered clearly and accurately. Misunderstandings and misinterpretations can be reduced by putting thoughts and ideas on paper, resulting in more efficient communication.
2. Employees and stakeholders benefit from well-documented information for reference and retrieval. It enables people to go back over discussions, decisions, and agreements, making it easier to stay consistent and follow through on commitments.
3. Documentation is required in many businesses to meet legal and regulatory standards. Contracts, agreements, and compliance-related information that are properly documented assist organisations to stay within the law and prevent potential legal complications.

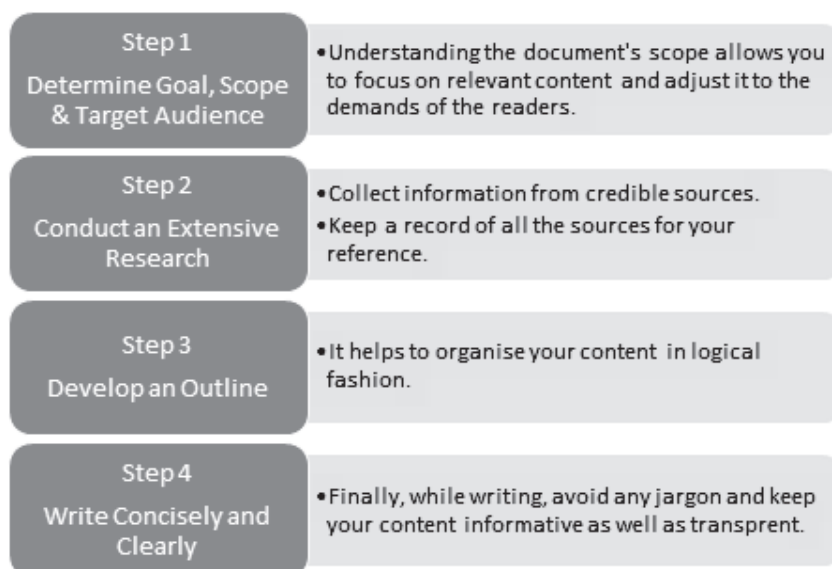


4. Documentation is essential for sharing knowledge and expertise within an organisation. It helps experienced personnel to share their knowledge, best practises, and lessons learnt with new team members, ensuring a smoother transition and encouraging ongoing learning.
5. Accountability and transparency are achieved through documentation, which keeps individuals accountable for their actions and decisions. It is easier to track obligations, evaluate performance, and find areas for improvement when communication and agreements are documented.
6. Cooperation and coordination: Documentation promotes cooperation and coordination in a team-based setting. Shared papers and files enable team members to collaborate effectively even when they are physically separated.
7. Documenting discussions and brainstorming sessions helps in problem-solving and decision-making. It assists teams in reviewing many viewpoints and options, making it easier to make well-informed decisions.
8. Documentation preserves a historical record of an organization's actions, milestones, and accomplishments. These records can be used to analyse performance, report on it, and prepare for the future.
9. Written documentation is essential for dealing with external stakeholders such as clients, suppliers, investors, and regulatory authorities. It keeps a detailed and formal record of agreements, obligations, and conversations.
10. Documentation aids risk management efforts by tracking prospective risks, mitigation techniques, and contingency plans. This guarantees that organisations are well-prepared to deal with unexpected situations.

Proper documentation is a core element of successful corporate communication, from maintaining legal compliance to facilitating knowledge sharing.



5.6.2 Steps to Write a Documentation



EXAMPLE 1:

Vidya Stationery is a company that started in 2020. Post-Covid, the company wishes to re-establish itself and for that a profile has to be created. Prepare the company's profile in the document form, mentioning all the necessary details.

Vidya Stationery
Laxmi Nagar, Delhi-110092

Vidya Stationery's Profile:

Founded in 2020, *Vidya Stationery* is a booming business that caters to the needs of students, professionals, and others who appreciate writing and creativity by offering a wide variety of high-quality stationary items. Our goal is to provide premium stationery items at affordable costs so that all of our clients may use the tools that encourage productivity and organisation.



***Offerings of Products:** At Stationery Haven, we take pride in offering a wide range of stationery products from reliable brands and producers.

Our selection of goods includes:

1. Journals and Notepads

- ◆ Numerous notebooks, including spiral-bound, hardcover, and softcover versions, are available and are ideal for taking notes, making sketches, and writing down ideas.
- ◆ Elegant, charming, and luxurious leather-bound diaries perfect for creative writing and personal observations.

2. Writing Instruments and Pens

- ◆ A comprehensive range of pens, including ballpoint, gel, and fineliner pens that have been carefully selected for their endurance and smooth writing experience.
- ◆ Elegant fountain pens from well-known brands to enhance writing enjoyment and add a touch of refinement.

3. Erasers and Pencils

- ◆ High-quality pencils are offered in a range of lead grades, enabling both professionals and students to write with ease and consistency.
- ◆ Top-notch erasers made to remove errors quickly and neatly without leaving any smudges or marks.

4. Markers and Highlighters

- ◆ Bright highlighters in various colours are intended to draw attention to crucial passages and concepts in study materials and documents.
- ◆ Versatile permanent markers are ideal for labelling, crafting, and enhancing artwork with vibrant colours.

5. Memo pads with Sticky Notes

- ◆ Sticky notes that are both colourful and useful for quick communication, organising thoughts, and serving as reminders.
- ◆ Memo pads come in a variety of sizes and forms and are ideal for writing down important thoughts, notes, and to-do lists.



6. Desk Adornments

- ◆ To create a tidy and effective workspace, premium file trays, pen holders, and desk organisers are available.
- ◆ Staplers, paper clips, and binders to organise and firmly hold documents together.

7. Art Materials

- ◆ Top-notch sketchbooks that have been specially selected to help artists and other creative people release their abilities and thoughts.
- ◆ A wide variety of coloured pencils, watercolours, and acrylic paints that allow artists to express their creativity through a variety of media.

Prices and Promotions: At Stationery Haven, we recognise the value of being reasonably priced without sacrificing quality. Our prices are reasonable and carefully chosen to fit a range of budgets. We are also pleased to provide enticing discounts and promotions:

Special Student Discounts: To assist students in their academic endeavours, we provide special discounts on a number of items when they present a valid student ID.

Offers for Bulk Purchases: For business clients and educational institutions, we offer enticing savings on large orders, making it simple to stock up on necessities like stationery.

Seasonal Sales Events: Keep an eye out for seasonal sales and promotions on our website and social media platforms, where you may get fantastic savings on a variety of stationary products.

Customer Service: At Stationery Haven, we put the needs of our clients first. Our committed customer service team is always available to answer questions, make product recommendations, and offer assistance as you shop. By offering outstanding service and making sure their requirements are addressed with the highest care and expertise, we believe we can forge long-lasting connections with our clients.



Notes

The goal of Stationery Haven is to serve as your one-stop shop for all of your stationery needs. We want to encourage creativity, organisation, and productivity in all areas of your life by providing a wide variety of products, low prices, and unmatched customer service. Discover the thrill of writing and creating with our wonderful selection of stationery by visiting our online store or visiting our physical location.

Customer outreach and services:

Contact: +91 9999****66

Open Monday to Friday from 10:00 am to 6:00 pm.

Webpage – www.vidyas.com

Facebook – [facebook.com/vidyassofficial/page.?](https://facebook.com/vidyassofficial/page.)

Timings for Retail/Bulk:

Monday to Saturday- 10:00 am to 9:00 pm

Address:

Opposite Gate no. 2, Laxmi Nagar Metro Station

PRACTICE QUESTIONS

1. What is the significance of Documentation?
2. What are do's of preparing a Documentation?

5.7 Advertisements & Invitations**5.7.1 Advertisements**

The word advertisement comes from the Latin word “advertere” meaning “to turn the minds towards”.

One of the most crucial elements of marketing communications, advertising is a strong communicative force that is very visible and aids in the sale of

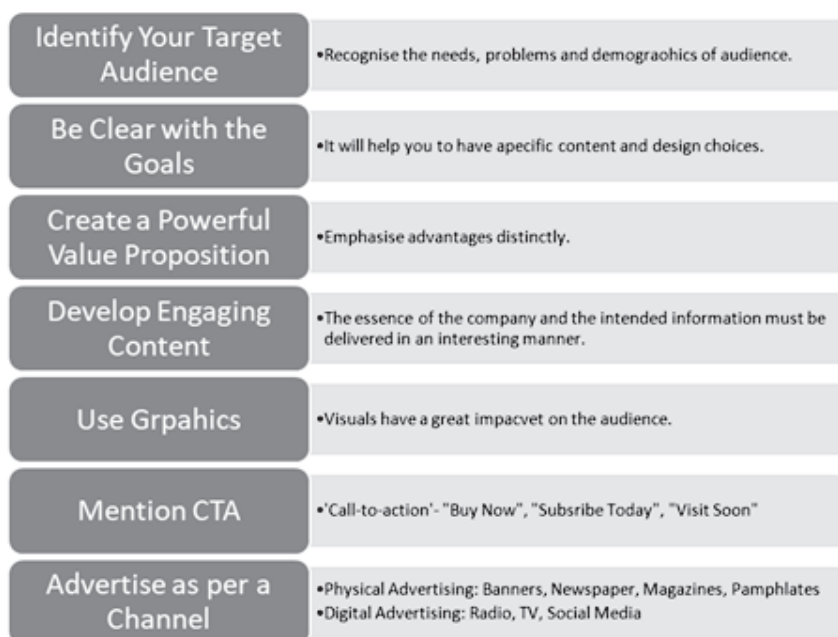


goods, services, concepts, and other things. Many people think that advertising captures the demands of the moment. There are commercials everywhere, whether one likes them or not. Newspapers, magazines, television, the internet, radio, and all of these other media all contain advertisements. Every day, the average consumer is exposed to a staggering amount of advertising, especially the metropolitan and semi-urban population.

It nearly seems impossible to maintain complete objectivity and ignore contemporary advertising. The advertisements that we view, read, or hear and either like or dislike make up the majority of the advertising process. Depending on the target audience, a variety of appropriate words are used to characterise advertising, including great, dynamic, enticing, exciting, obnoxious, dull, invasive, irritating, offensive, etc.

Advertising serves as a barometer for the development, improvement, and perfection of society. Our social, cultural, and business environments all include it. Advertising is one of the commercial organisations that is scrutinised the most, which is hardly surprising. In today's atmosphere, advertisers are closely scrutinised not only by the intended audience for those advertisements, but also by society at large.

Tips for Effective Advertising





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EXAMPLE 1:Prepare an advertisement of *Kagaz Print Services* for its printing services.

KAGAZ PRINT SERVICES

Shop No. 2, Gyan Complex, Indirapuram, Ghaziabad, U.P. - 201014

Professional
Business Printing

K
A
G
A
Z

Fast and Hassle-Free
Printing

Personalized
Photo Prints

Academic
Printing

Canvas Prints

***WE ALSO DELIVER PRINT MATERIALS TO YOUR HOME ON ONLINE
ORDERS (within 5 km)**

VISIT US TODAY for a 20% Discount on all services!!

Contact Information:
Phone: 8802*****
Email Address: kagaz@mail.com

PRACTICE QUESTIONS

1. Why are advertisements important to organisations?
2. What all information should be necessarily put in good advertisements?



5.7.2 Invitations

In the Professional Life, invitations play an important role in various situations and occasions. Such communications are usually formal in nature. Your company might want to invite a business tycoon or Business strategist at your Silver Jubilee celebration. In educational institutions, the stakeholders organise different events from time to time and they invite several dignitaries to grace the occasion. Invitations sent for interviews are quite common in professional organisations.

There is no fixed format of an invitation, but certain elements are to be mentioned, mandatorily like the Sender's name (with designation), Address, Recipient's name, Date of Invitation, Schedule and Venue of event, Event's description. You may add relevant images/pictures.

EXAMPLE:

The Student Council of Gargi College has to invite Prof. Kamal Mahajan as the Guest of Honour at your college on 32nd Annual Day Celebration. Write the invitation.

Student Council
 Gargi College, University of Delhi
 is privileged to invite
Prof. Kamal Mahajan
 as the
 Guest of Honour
 at the
 32nd Annual Day Celebration
 at 10:00 am on Tuesday 18 April 2023

The Student Council
 Gargi College, University of Delhi
 Siri Fort Road
 Delhi-110049

RSVP by 14 April 2023



EXAMPLE:

Write an invitation on behalf of Sahitya Kala Manch to Sh. Amit Awasthi, a social activist and a writer, for a talk to be delivered on Children's Day, this year.

Sahitya Kala Manch
16, Cultural Avenue, New Delhi
25th August 2023

Sh. Amit Awasthi
22, Freedom Lane, Calcutta

Respected Sh. Amit Awasthi,

Greetings from Sahitya Kala Manch!

We're thrilled to let you know about a workshop for aspiring authors called "Pen & Purpose: Writing to Drive Social Change," which will be held on 14 November 2023, at Sahitya Kala Manch in New Delhi. A varied group of between 150-200 budding and established writers, social activists, academics, and faculty members are sought for this illuminating workshop.

In the field of social criticism, your eminent work as a poet and social activist has been a beacon of light. We would consider it an honour to have you speak as a guest speaker at our gathering. Your priceless advice on how to write about social issues would surely broaden our audience's viewpoint and inspire them to use their skills for social good.

We kindly extend an invitation to you to provide a discussion on the topic on the aforementioned date at 09:00 AM. We will pay for your airfare and lodging as a sign of our appreciation, and we'll also pay you an honorarium for taking part.

The complete workshop agenda is included with this letter for your review. Please do not hesitate to contact us if you have any special requirements or if you need any equipment for your presentation.



We sincerely hope that you will give our invitation some thought. Please respond as soon as possible so that we may complete our plans and make the required preparations for your comfort and convenience. I appreciate your consideration and eagerly await your positive reply.

With Warm Regards

Sahitya Kala Manch

16, Cultural Avenue, New Delhi-110001

PRACTICE QUESTIONS

1. Why is invitation important to any organization?
2. Write an invitation for an interview to the suitable candidates, fulfilling the eligibility criteria, for the post of editor at your publishing agency.
3. You are the Cultural Secretary of Lalit Kala Manch at Nagpur. You have to invite artists for Lalit Kala Sanagam, annual festival for performances, exhibitions and competitions. Draft the invitation.

5.7.3 Canva for Poster-Designing

Canva is an online design and visual communication tool that was introduced in 2013 with the goal of enabling anybody in the world to design anything and publish anywhere.

It is a versatile graphic design tool that enables users to create various visual contents, including posters. Its user-friendly interface, extensive design elements, and customizable templates make it a popular choice for both beginners and professionals. Its user-friendly interface allows users to create visually appealing posters quickly, without requiring extensive design knowledge. Its massive template library offers a wide range of professionally created templates for various occasions, ensuring consistency and adaptability. Its real-time editing and collaboration



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features encourage teamwork, especially for remote or distributed teams. Its cost-effective pricing, with commercial editions like Canva Pro and Canva for Enterprise, is particularly beneficial for small businesses and start-ups. Its integration with professional applications like Google Workspace, Slack, and Microsoft Teams facilitates seamless design transfer and effective communication. Overall, Canva is a vital tool for creating striking posters and maintaining a consistent brand image.

PRACTICE QUESTIONS

1. How can you use Canva in the best way possible in any organization?
2. What things you will keep in mind while designing a poster at Canva?

5.8 Summary

The importance of professional communications in today's business landscape is crucial for India's workforce. Students must develop digital skills to prepare for various employment opportunities. Digital communication abilities include creating engaging social media posts, informative blog pieces, and book reviews. Expertise in creating aesthetically appealing posters using platforms like Canva is also essential.

Social media has significantly impacted modern organizations' operations and marketing plans. Companies can create a robust social media presence, engage their audience, and develop brand loyalty. To maintain a positive online presence, students must select the appropriate platform, understand its rules, regulations, guidelines, and limitations, and make the best of digital communication.

To write effective tweets, tailor content to audience preferences, use visual aids, include hyperlinks, strategically use hashtags, align with current trends, ensure inclusivity, establish an appropriate voice and tone, and consider timing when posting. Utilize Twitter's analytics to assess success, maintain conciseness, and use polls to engage your audience. Humanize your brand by cultivating a relatable voice and being responsive to comments.



Twitter is an effective tool for professional networking, allowing users to establish connections with industry experts, engage with their content, and promote their products and services. Emphasizing one's expertise on Twitter can help establish a position of intellectual authority and maintain customer retention.

Facebook is a global social media platform that allows businesses to establish meaningful interactions with their audience and facilitate personalized engagement. It allows professionals to distribute significant information, resources, and educational content across multiple platforms. Facebook Groups serve as platforms for professionals to broaden their networks, establish connections with colleagues, and gain access to industry-specific knowledge and prospects. However, it is crucial for individuals to strike a delicate balance between personal and professional content on Facebook.

To write effective posts on Facebook, consider being original, providing unique views, understanding audience interests, sharing valuable information, using visuals wisely, using clear language, and embracing storytelling. Post at the most appropriate times, responding to comments and messages, and continuously analyzing and adapting your strategy using Facebook Insights or other analytics tools.

LinkedIn is the world's largest professional network, offering a wealth of features and capabilities, including a well-crafted profile that showcases experiences, skills, and education, and a platform for active networking. It promotes active networking, allows users to organize offline events, engage in discussions, and offer their knowledge and thought leadership through various mediums. To create a professional LinkedIn profile, follow these steps: use a professional, front-facing photo, create an engaging headline, showcase expertise, highlight education, add location information, use LinkedIn's capabilities, engage in active networking, and maintain a profile regularly.

In today's digital world, effective communication is crucial for professionals, and blog writing and book review writing are two forms of digital communication that have gained traction. Blog writing allows professionals to develop their expertise and engage with a larger audience, while book reviews allow for critical analysis and contribute to a professional's credibility in their industry.



Notes

Blog writing is a crucial tool for individuals, groups, and corporations to express ideas, connect with audiences, and establish a strong online presence. It involves understanding your audience, getting ideas from competitors, choosing blog themes, identifying your unique angle, choosing a catchy and memorable name for your site and domain, personalizing the look, and composing your first engaging post.

In business, CVs, resumes, and bio-data are essential forms of professional communication. CVs detail a person's career path, while resumes provide a more thorough picture of their job experience and talents. Bio-data, or "biographical data," focuses on an individual's personal information, such as educational history, talents, interests, and achievements.

A Job Application Letter is a crucial part of a CV or resume when applying for a job, aiming to attract attention, persuade the reader that the applicant is qualified for the position, and seek an interview. Proper documentation is essential for delivering critical information, sharing knowledge and expertise, achieving accountability and transparency, promoting cooperation and coordination, preserving a historical record of an organization's actions, milestones, and accomplishments, dealing with external stakeholders, and aiding risk management efforts.

Advertisements are a crucial element of marketing communications that aid in the sale of goods, services, and concepts. Canva, an online graphic design tool, has a user-friendly interface, extensive design elements, and customizable templates, making it a popular choice for both beginners and professionals.

5.9 Self-Assessment Questions

1. You are Nitin Rana, a fresh MBA Graduate from a reputed institution. You wish to apply for the post of Relationship Manager at a Micro-finance Bank. Prepare your CV.
2. Prepare a bio-data to be sent to an organisation where you are going as a guest.
3. As an applicant for the post of Sales Manager in Vastra Fashions Pvt Ltd, write a Job-application letter befitting your candidature.
4. You are Naveen Seth. You have to invite Shree Heera Lal, a business tycoon in the Diamond Industry for the inaugural and opening of your new Jewellery store of Seth Jewellers and Sons chain.



5. Design an advertisement for the opening of a bookshop which sells old books.
6. Design an Anti-Ragging Poster on Canva, that you as a student secretary would like to put on the Notice Board of your college for freshers.
7. How is using pictures/images good to poster-making on Canva?
8. Create your LinkedIn profile. How do you think it will benefit you?
9. Read a non-fiction book and write a book review of it.
10. Prepare some tweets for the promotion of education. Tag your company and other relevant ones.
11. Choose a blog site and prepare a blog. What are your observations?

5.10 References & Suggested Readings

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Glossary

Acronym: An acronym is a word or name derived from the first letters of a longer name or phrase, typically utilising individual first letters.

Annotations: Explanatory notes or comments that are added to a text or document to provide additional information or clarification about specific parts of the text.

Clarity: Achieve accurate message transfer by having clear thoughts and expressions.

Cohesion: The trait of pieces sticking or clinging together in a logical, consistent manner is referred to as cohesion.

Completeness: Ensure the message contains all necessary information, using the five W's (what, when, where, why, who) and one H (how).

Conciseness: Keep messages brief and relevant, without compromising completeness or courtesy.

Concreteness: Be vivid, specific, and definite, using facts and figures to create a clear image for the receiver.

Consideration: Keep the receiver in mind and use a “You-attitude” rather than an “I” or “We-attitude.”

Corporate: A corporation is a legal body recognised by private and public law “born out of legislation”; a legal person in legal context) and recognised as such in law for certain purposes.

Correctness: Understand the receiver's background and knowledge, using appropriate language.

Courtesy: Be gracious and respectful to others, fostering goodwill and trust.

Crisis Management: Crisis management involves identifying potential crises, developing a strategy, prompt action, stakeholder communication, containment, and learning from the crisis. It requires a methodical approach, capable leadership, and teamwork to navigate difficult times and maintain organizational reputation.

Discourse: A written or spoken communication that involves a formal discussion or exchange of ideas on a particular topic or subject.

Genre: A category or type of artistic or literary composition characterized by its distinctive style, form, and content. It can include genres such as comedy, romance, horror, or drama in literature, and genres such as rock, jazz, hip-hop, or country in music.



Notes

Hashtags: Hashtags are metadata tags that are used to categorise or classify content on social media platforms and other online forums. They are commonly prefixed by the “#” symbol and consist of a single word or phrase with no spaces. Hashtags make it easy to locate, follow, and participate in a conversation or discussion. They are an effective technique for organising information and increasing online participation.

Interdepartmental: Management (or management) is the administration of an organisation, whether a business, a non-profit, or a government agency. It is the art and science of managing a company’s resources.

j-walk: Jaywalking is the act of a pedestrian walking in or crossing a busy roadway, other than at a specified crossing place, or otherwise violating traffic rules.

Management: Management (or management) is the administration of an organisation, whether a business, a non-profit, or a government agency. It is the art and science of managing a company’s resources.

Multimedia: Multimedia enhances communication and engagement by fusing many media formats into one interactive experience. It is employed in a number of industries, including entertainment, instruction, marketing, and communication. Technology and internet speed improvements have made multimedia more accessible and pervasive, changing how people interact with and perceive digital material.

Poster: A poster is a type of visual communication tool that uses text, graphics, and design elements to communicate information, ideas, or messages to an audience. Posters are frequently used for a variety of purposes, including advertising, education, announcements, and public awareness initiatives. They are designed to be exhibited on walls, bulletin boards, or other visible surfaces and can be digital or printed on various materials such as paper, fabric, or plastic.

PowerPoint: Microsoft PowerPoint is a popular presentation tool for visually appealing, educational slide displays across industries. Its user-friendly interface allows for modification of layouts, transitions, and animations. Well-designed presentations enhance communication, support the presenter’s story, and leave an impression on the audience.

Reputation Management: Reputation management involves shaping and controlling a person’s public image and reputation through monitoring,



feedback, crisis management, image-building, SEO, social media, and influencer marketing. Effective reputation management is crucial for building trust, attracting customers, and expanding business opportunities.

Stakeholders: Suppliers, internal personnel, members, investors, consumers, regulators, and local and regional communities are examples of stakeholders. Purchasers, clients, proprietors, and non-governmental organisations are all examples of stakeholders (NGOs).

URL: URL is an abbreviation for “Uniform Resource Locator.” It is the web address used to access Internet content. A URL is a reference or path to a certain resource that is used to obtain it. It is the string of characters that you enter into the address bar of a web browser to visit a specific website or access other data online.

**Department of Distance and Continuing Education
Campus of Open Learning, School of Open Learning, University of Delhi**