

MANAGERIAL COMMUNICATION

MEANING OF COMMUNICATION:

It's nearly impossible to go through a day without the use of communication. Communication is sending and receiving information between two or more people. The person sending the message is referred to as the sender, while the person receiving the information is called the receiver. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions and even emotions.

Communication is considered to be the most important and most effective ingredient of the management process. Interpersonal communication is fundamental to all managerial activities. All other management functions involve communication in some form of directions and feedback.

Effective management is a function of effective communication. Probably the most frequently cited source of interpersonal conflict is poor communication. Many operations have failed because of inadequate communication, misunderstood messages and unclear instructions. Even in life, in general, communication plays a very important role among friends, within the family and in all social circles, since we spend nearly seventy percent of our waking hours communicating, writing, reading, speaking friendship, divorces and distance between parents and children. Accordingly, communication plays an important role in all walks of human life as well as organizational life.

DEFINITIONS:

Some important definitions of communication are:

1. Communication is the process of passing information and understanding from one person to another. - **Keith Davis**
2. Communication is any means by which thought is transferred from one person to another. - **Chappell and Read**
3. "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons." - **W.H. Newman**
4. "Communication may be broadly defined as the process of meaningful interaction among human beings." - **MC Farland**
5. Effective communication as "Purposive interchange, resulting in workable understanding and agreement between the sender and the receiver of the message".
- **George Vardman**

FEATURES OF COMMUNICATION:

Characteristics of communication are mentioned below:

(1) Two or More Persons:

The first important characteristic of communication is that there must be a minimum number of two persons because no single individual can have an exchange of ideas with himself. A listener is necessary to receive one's ideas. Therefore, there must be at least two persons-the sender of information and the receiver.

(2) Exchange of Ideas:

Communication cannot be thought of in the absence of exchange of ideas. In order to complete the process of communication there must be an exchange of ideas, orders, feelings, etc., among two or more than two persons. 4

(3) Mutual Understanding:

Mutual understanding means that the receiver should receive the information in the same spirit with which it is being given. In the process of communication, it is more important to understand the information rather than carry it out.

(4) Direct and Indirect Communication:

It is not necessary in communication that the receiver and giver of information should be face-to-face with each other. Communication can be both direct and indirect. Direct communication means face-to-face conversation, while indirect communication is through other means.

(5) Continuous Process:

Communication is an endless process, as is the case with business where the manager continuously assigns work to his subordinates, tries to know the progress of the work and gives directions.

(6) Use of Words as well as Symbols:

There can be many means of communication, like the written, the oral and symbolic. The examples of symbolic communication are the ringing of bell for closing a school or a college, saying something by the movement of the neck, showing anger or disapproval through eyes, giving some decision by the raising of a finger in cricket, etc

OBJECTIVES OF COMMUNICATION

Communication is the lifeblood of an organization. It is the vehicle that ensures proper performance of organizational functions and achievement of organizational goals. As a separate field of study, business communication has the following objectives:

1. To exchange information: The main objective of business communication is to exchange information with the internal and external parties. Internal communication occurs within the organization through orders, instructions, suggestions, opinions etc.

2. To develop plans: Plan is the blueprint of future courses of actions. The plan must be formulated for attaining organizational goals. In order to develop a plan, management requires information. In this regard, the objective of communication is to supply required information to the concerned managers.

3. To implement the plan: Once a plan is prepared, it is to be implemented. Implementation of a plan requires timely communication with the concerned parties. Thus, communication aims at transmitting a plan throughout the organization for its successful implementation

4. To facilitate policy formulation: Policies are guidelines for performing organizational activities. Policies are also termed as standing decisions to recurring problems. Every organization needs to develop a set of policies to guide its operation. Preparing policies also require information from various sources. Therefore, the objective of communication is to collect necessary information for policy formulation.

5. To achieve organizational goal: Collective efforts of both managers and workers are essential for achieving organizational goals. Communication coordinates and synchronizes the efforts of employees at various levels to achieve the stated goals of the organization.

6. To organize resources: Various kinds of resources are available in organization such as human resources, material resources, financial resources and so on. In organizing these resources in an effective and efficient way is a key challenge to the managers. Communication is the vehicle to overcome this challenge.

7. To coordinate: Coordination is a basic management function. It involves linking the various functional departments of large organizations. Without proper and timely coordination, achievement of organizational goals is impossible. Therefore, the objective of communication is to coordinate the functions of various departments for the easy attainment of organizational goals.

8. To direct the subordinates: The job of a manager is to get the things done by others. In order to get the things done, management needs to lead, direct and control the employees. The performance of these managerial functions depends on effective communication with subordinates.

9. To motivate employees: A pre-requisite of employee motivation is the satisfaction of their financial and non-financial needs. Financial needs are fulfilled thorough monetary returns. However, in order to satisfy non-financial needs, management must communicate with employees on a regular basis both formally and informally.

10. To create consciousness: Employees of an organization must be conscious regarding their duties and responsibilities. Communication supplies necessary information and makes them conscious about their duties and responsibilities.

11. To increase efficiency: In order to increase employee efficiency, they should be provided with necessary information and guidelines. Communication supplies such information and guidelines for them.

12. To bring dynamism: Organizations should be dynamic to cope with the internal and external changes. Bringing dynamism requires finding new and better ways of doing things. For this purpose, communication helps to seek new ideas and suggestions from the internal and external parties.

13. To improve labor-management is relationships: Harmonious relationship between workers and management is a prerequisite for organizational success. In this regard, the objective of communication is to ensure the free and fair flow of information and to create good understanding between them.

14. To increase Job Satisfaction: Communication enhances job satisfaction level of employees. It creates a friendly environment where employees can express themselves. As a result, they become more satisfied with their job.

15. To convey employee reaction: Communication conveys employees' reactions, opinions, suggestions and complaints to their superiors about the plans, policies, programs and strategies of the company.

16. To orient employee: Communication orients the new employees with the company's policies, rules, regulations, procedures etc

PROCESS OF COMMUNICATION:

Communication is a process of exchanging verbal and non-verbal messages. It is a continuous process. The communication process is dynamic in nature rather than a static phenomenon. Pre-requisite of communication is a message. This message must be conveyed through some medium to the recipient. It is essential that this message

must be understood by the recipient in same terms as intended by the sender. He must respond within a time frame. Thus, communication is a two way process and is incomplete without a feedback from the recipient to the sender on how well the message is understood by him.

There are seven major elements of communication process. They are:

1. Sender
2. Ideas
3. Encoding
4. Communication channel
5. Receiver
6. Decoding
7. Feedback.

(1) Sender: The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

(2) Ideas: This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

(3) Encoding: Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

(4) Communication Channel: The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal

(5) Receiver: Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

(6) Decoding: The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

(7) Feedback: Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

IMPORTANCE OF COMMUNICATION:

Effective communication is vital for efficient management and to improve industrial relations. In modern world the growth of telecommunication, information technology, the growing competition and complexity in production have increased importance of communication in organizations large and small irrespective of their type and kind. A corporate executive must be in a position to communicate effectively with his superiors, colleagues in other departments and subordinates. This will make him perform well and enable him to give his hundred percent to the organization.

- 1. Managerial efficiency:** – Communication helps in smooth operation of management. Managerial task can only be performed when communication system is effective
- 2. Enhance morale and relations:** – Effective communication emphasizes the employee's participation in management. It helps to build the employees morale and cordial industrial relations between management and employees

3. Effective leadership: – effective leadership depends upon effective communication. Two-way communication helps in effective communication. Managerial leader must handle the subordinates. For ordering qualitative leadership is essential. And that can be obtained from proper system of communication.

4. Mutual trust and confidence: – mutual trust and confidence between labor and management is necessary for effective movement of organization. When there is effective communication, it helps to reduce misunderstanding and develop mutual trust.

5. Better decision: – the success of organization can be measured in better decision. When the information, data and other fact are not effectively communicated, it hampers the decision making. So, when the facts are communicates to concerned department, organization and person. It is easy to make decisions promptly.

6. Staffing: – when the information is correctly communicates in time, it helps in the function of selection, placement, socialization, promotion and transfer

7. Better managerial concern: – all managerial functions such as planning, organizing, directing, controlling etc. can't be conducted without communication.

BARRIERS OF COMMUNICATION:

Communication plays a major role in developing a relationship. It can also affect the relationship among family members or management in any institute. More specifically, communication influences the effectiveness of instruction, performance evaluation, and the handling of discipline problems. Communication

should be straightforward. What can make it complex, difficult, and frustrating are the barriers.

Miscommunication can originate at three levels: at the level of the transmitter, of the medium, or of the receiver. In technical parlance, anything that obstructs free flow of communication is called noise. Or we may refer to it simply as a 'Barriers to Communication'. The barriers are physical, sociological and psychological obstacles that interfere with the planning, organization, transmission and understanding of the message. There are a number of such obstacles that can occur in the process of communication. The natural result of such obstacles or interfering factors is the misunderstanding of the message. Some barriers of communication are the following.

I. PHYSICAL BARRIERS

- (a) **Time and Distance:** Time and distance also act as barriers to the smooth flow of communication. The use of telephone along with computer technology has made communication very fast and has, to a large extent, overcome the space barrier. However, sometimes mechanical breakdowns render these facilities ineffective. In such cases, the distance between the transmitter and the receiver becomes a mighty barrier. Some factories run in shifts. There is a kind of communication gap between persons working in different shift
- (b) **Noise:** Unfortunately communication is very affected/distorted by noise that occurs primarily at the transmission level. Literally the word noise means "interference that occurs in a signal and prevents you from hearing sounds properly". It is, therefore, the first major barrier to communication. In a factory, for example, where there are machines and engines making a constant noise, oral communication become difficult. Blaring of

loudspeakers around is bound to interfere with our conversation, whether face-to-face or on telephone.

II. SEMANTIC AND LANGUAGE BARRIERS:

(a) Lack of Common Language: Language uses oral or written arbitrary symbols to transmit meanings from one person to another. Every human language has its own vocal symbol system and its own grammatical structures. If the communicator and the receiver belong to different language groups, their ignorance of each other's language or the lack of a common language will be a barrier to communication between them. It is not possible for them to communicate with each other unless they know some common language which is properly understood by both of them.

(b) Semantic Barriers: Semantic is the study of meaning, signs and symbols used for communication. The word is derived from "sema", a Greek word meaning signs. Semantic barriers to communication are the symbolic obstacles that distort the sent message in some other way than intended, making the message difficult to understand. The meaning of words, signs and symbols might be different from one person to another and the same word might have hundreds of meanings. So, when a message is sent by a sender to a receiver, it might be interpreted wrongly in a communication process causing misunderstandings between them. This can happen due to different situations that form the semantic (of, relating to or arising from the different meanings of words or other symbols) of the sender the receiver, known as the semantic barrier. It also arises due to language, education, culture and place or origin (dialect or accent) or most likely their experiences. It is similar to and related to language barriers in a communication.

III. CULTURAL BARRIERS:

Especially in international environment, cultural differences often cause communication problems. The same category of words, phrases, symbols, actions, colors mean different things to people of different countries/cultural backgrounds. For example, in Western countries black colour is associated with death and mourning while in the Far East white is the colour of mourning. In the United States people love to be called by their first name while in Britain people are more formal and like to be addressed by their little or their last name.

IV. EMOTIONAL OR PSYCHOLOGICAL BARRIERS:

The Psychological or Emotional Barriers refers to the psychological state i.e. Opinions, attitudes, status consciousness, emotions, etc. of a person that deeply affects the ability to communicate. The communication largely depends on the mental condition of a person, if the person is not mentally or emotionally sound, then he cannot communicate effectively either as a sender or a receiver.

The major kinds of Psychological Barriers are following:

1. Lack of Attention:

When the person is pre-occupied by some other things and do not listen carefully what the other person is speaking, then arises the psychological barrier in the communication. When the person does not listen to others, then he won't be able to comprehend the message as it was intended and will not be able to give proper feedback.

2. Premature Evaluation: Many people have a tendency to jump to the conclusions directly and form judgments without considering all the aspects of information. This is generally done by the people who are impatient and resort to a selective listening. This

premature evaluation of the information acts as a barrier to the effective communication and lowers the morale of the sender

3. Poor Retention: The retention refers to the capacity of a brain to retain or store things in the memory. The brain does not store all the information came across but in fact, retain only those which deems to be helpful in the future. Therefore, much of the information gets lost during the retention process, and this acts as a barrier to the effective communication.

4. Loss by Transmission: The loss by transmission means, whenever the information exchanges hand its credibility reduces. It is most often observed in the case of an oral communication where people handle information carelessly and transmits the information which has lost some of its truth. Thus, the improper and lack of information being transmitted to others acts as a hindrance in the communication process.

5. Distrust: To have an effective communication, it is must that both the communicators (sender and receiver) trust each other. In case there is a lack of trust between both the parties, then they will tend to derive negative meaning out of the message and often ignore what has been communicated. If the receiver has no trust, then he will not listen to whatever is being said by the sender, and this will result in a meaningless communication.

6. Emotions: The communication is greatly influenced by the emotions of a person. If a person is not in a good temperament, then he would not listen properly to whatever is said and might say things offending the sender. Several other emotions such as anger, nervousness, confusion, restlessness, etc affects the communication process. Thus, every human being has a unique mind which is composed of varied emotions, beliefs, perceptions, opinions, and thoughts that facilitate different forms of communication.

V. Social-Psychological Barriers:

1. Self – centered attitudes
2. Group identification
3. Self image
4. Selective perception

5. Defensiveness
6. Filtering
7. Status block
8. Resistance to change
9. Closed mind
10. Poor communication skills
11. Status of health

VI. Organisational Barriers:

An organisation is a deliberate creation of management for the attainment of certain specific objectives. The day-to-day functioning of the organisation is regulated in such a way as to contribute to the attainment of these objectives in the most effective manner. For this purpose, a variety of official measures are adopted such as designing of the structure, arrangement of activities, formulation of various policies, rules and regulations, and procedures, laying down of norms of behaviour, instituting a reward and punishment system, etc. all these variables markedly affect the organisation's functioning. As such major organisational barriers are:

Hierarchical Barriers: In an organisation, communication transmission must flow through certain formal channels which are established by the organisational hierarchy. The employees are expected to contact the superiors and the subordinates through their immediate superiors or subordinates. This often results in hardships and difficulties in maintaining free flow of communication. Some management disapprove with the barriers of hierarchy and propose that everyone in the organisation should be free enough to communicate directly with anybody else who can help him to solve his problems.

Specialisation of the Workforce: In large-size complex business organisation, increasing specialisation of the workforce is posing a serious barrier to effective internal communication. The tasks are specified and the procedures are structured in such a way that the workforce can hardly come out of their compartments to communicate with the people in other functional groups. They look only at those things that need to be done by a functionalised group. Every one of them is assigned with a special kind of job. This makes it increasingly difficult to see and covers with the people outside one's specialisation. In such organisation, the right hand can never find access to

know what the left hand is doing. So far as possible, the works of each employee is confined to a single function. But this is not always possible.

Wrong Choice of Medium: There are many ways and devices of communication. It may be oral communication through interviews, conversations, speeches, telephone talks, conferences, radio speeches etc. it may be face-to-face communication, written communication or nonverbal communication. All these ways or media of communication are suitable for communicating at different times and for different purposes. Therefore, it is essential to think about their relative merits and limitations, before selecting one of the media for communication. The sales manager must think over it would be better for him to hold a face-to-face talk with the prospective buyer than talking to him on the telephone.

Communication Load: Communication load is one of the major barriers to communication. It refers to the amount and the complexity of messages received by the receiver

Organisational policy: The general organisational policy regarding communication provides overall guidelines in this matter. This policy might be in the form of a written document, or it has to be inferred from organisational practice, particularly at the top level. If the policy creates hindrance in the free flow of communication in different directions, communication would not be smooth and effective.

VII. Physical Barriers:

Noise: It interferes with the transmission of the signals. It also refers to the 'unwanted' Signals of messages which interfere and disturb the reception of the wanted signals. This disturbance is usually in the form of sounds, but it need not be always the sounds. It can be in visual, audio-visual, written, physical or psychological form also. Technical or physical noise refers to loud noise of the machines or blaring noise of the stereo and such other noises which makes it difficult for any listener committee member arrives late at the meeting hall and all the committee members are distracted by his arrival. Time: frequency of communication encounters affects the human

relationships and the intensity of human relations is affected by the amount of time that passes between these encounters. If the employee does not communicate with his superiors for a long time, or if husband and wife stay away from each other for a long time, it may create a communication gap between them which may affect their relationship.

Distance: The distance between the communicator and the receiver can be a strong barrier to communication, if the technical devices of communication such as telephone, telex etc. are not available to link them. Faulty sitting arrangement in the office can create a kind of communication gap which can be eliminated by adjusting the distance.

HOW TO MAKE COMMUNICATION EFFECTIVE:

In order to remove barriers to communication an open door communication policy should be prepared and followed by managers at all levels. The superiors in the organisation must create an atmosphere of confidence and trust in the organisation so that the credibility gap may be narrowed down. Major efforts in this direction are:

(i) Two-way communication:

The organisation's communication policy should provide for a two-way traffic in communication-upwards and downwards. It brings two minds closer and improves understanding between the two parties, the sender and the receiver. A should feedback system should be introduced in the organisation so that distortion in the filtering of damages should be avoided. There should be no communication gap.

(ii) Strengthening Communication Network:

The communication network should be strengthened to make communication effective. For this purpose, the procedure of communication should be simplified, layers in downward communication should be reduced to the minimum possible. Decentralisation and delegation of authority should be encouraged to make information communication more efficient, through frequent meetings, conferences and timely dissemination of information to the subordinates.

(iii) Promoting Participative Approach:

The management should promote the participative approach in management. The subordinates should be invited to participate in the decision-making process. It should seek cooperation from the subordinate and reduce communication barriers.

(iv) Appropriate Language:

In communication certain symbols are used. Such symbols may be in the form of words, pictures and actions. If words are used, the language should be simple and easily comprehensible. The sender must use the language with which the receiver is familiar. The message should be supported by pictures or action, wherever necessary, to emphasise certain points. The sender must also practise in action what he says to others or expects from others.

(v) Credibility in Communication:

One criterion of effective communication is credibility. The subordinates obey the orders of their superior because they have demonstrated through their actions that they are trustworthy. They must practice whatever they say. The superior must also maintain his trustworthiness. If the superior is trusted by the subordinates, communication will be effective.

(vi) Good Listening:

A communication must be a good listener too. A good manager gives his subordinates a chance to speak and express their feelings well before him. The manager also gets some useful information for further communication and can also have a better understanding of the subordinates' needs, demands etc.

(vii) Selecting an Effective Communication Channel:

To be effective, the communication should be sent to the receiver through an effective channel. By effective channel we mean that the message reaches its destination in time, to the right person, and without distortion, filtering or omission.

Principles of communication (7 C 's)

There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows:

1. Clear:

The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.

2. Correct:

The message should be correct, i.e. a correct language should be used, and the sender must ensure that there is no grammatical and spelling mistakes. Also, the message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message

3. Complete:

The message should be complete, i.e. it must include all the relevant information as required by the intended audience. The complete information gives answers to all the questions of the receivers and helps in better decision-making by the recipient.

4. Concrete:

The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.

5. Concise:

The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.

6. Consideration:

The sender must take into consideration the receiver's opinions, knowledge, mind-set, background, etc. in order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.

7. Courteous:

It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the 20 audience. The message should not be biased and must include the terms that show respect for the recipient.

FORMAL COMMUNICATON VS INFORMAL COMMUNICATON:

Formal Communication:

Formal communication is defined as the communication which takes place through formal/official routes and channels.

Informal Communication:

Informal communication is defined as the communication which takes place unofficially between two or more people.

S.NO.	FORMAL COMMUNICATION	INFORMAL COMMUNICATON
1.	Formal communication is defined as the communication which takes place through formal/official routes and channels.	Informal communication is defined as the communication which takes place unofficially between two or more people.
2.	There are rigid rules and regulations in formal communication.	There are no rigid rules or regulations in informal communication.
3.	The other name of formal communication is 'official communication.'	The other name of informal communication is 'grapevine communication.'
4.	There is more reliability of the information in formal communication.	There is less reliability of the information.
5.	The process of formal communication is slow.	The process of informal communication is rapid.
6.	Formal communication majority includes written communication. There is a documented evidence for every.	Informal communication includes verbal communication. So, there is no documented evidence related to it.
7.	Formal communication is time-consuming.	Informal communication is very fast and rapid.
8.	Formal communication is effective as there is a systematic flow of information.	There is no systematic flow, but work-related issues and time is saved in the informal communication.
9.	Secrecy is maintained in formal communication.	Secrecy is not maintained in informal communication.

10.	Formal communication moves only through official or pre-defined channels.	Informal communication moves freely and rapidly.
11.	There is authenticity of the information provided through official channels.	There is no authenticity of the information in informal communication.
12.	The main aim of formal communication is to fulfil organizational objectives.	The main aim of informal communication is to meet personal interests and needs.

Types of Formal Communication:

1.Vertical Communication: This kind of communication is held on various organizational levels. In this, the message is passed from juniors to team members to the manager.

2. Horizontal Communication: this kind of communication takes place among the peers of the same or different departments.

3. Diagonal Communication: This kind of communication takes place among the subordinates working on different levels. For instance, a graphic designer communicating with the sales manager.

4.Upward Communication: In this kind of communication, the message is transmitted from lower to a higher level, i. e, from subordinates to superiors. This kind of communication boosts the morale of the employees.

5. Downward Communication: In this kind of communication, the information is transferred from higher to the lower level, i. e , from superiors to subordinates. Downward communication is an effective way of communication.

Types of Informal Communication:

1.Single Chain: In this type of communication person A passes information to person B and person B passes it to person C. This is how the single- chain moves in informal communication.

2. Gossip Chain: In this kind of communication, a person passes information to several people. Those people pass it on to several others. This is how the gossip chain works.

3. cluster chain: A cluster chain works when the two of three people start a trend which is followed by others. Social media is the common example of a cluster chain wherein one person begins the trend/ challenge, and others follow it.

INTRAPERSONAL COMMUNICATION:

Intrapersonal communication is the communication you have with yourself, either spoken, written or thought. Intrapersonal communication can be anything from solving a complex problem in your mind to thinking about what to wear today or what to have for breakfast.

Different types of Intrapersonal communication: There are three different types of intrapersonal communication, namely self-concept, perception and expectation.

1. Self-concept or Self-awareness:

This is the core foundation of intrapersonal communication since it decides on how you see yourself in relation towards other people. This aspect of intrapersonal communication consists of your beliefs, your values and your attitudes. Again, this is important for developing emotional intelligence.

Your attitudes on different topics are normally connected to your core values. These attitudes are based on your values, which are your rules of what are the right and wrong things to do, your ideals etc. Values are in turn based on your core beliefs, which are your personal perspectives in what is right and wrong, good or bad etc.

2. Perception:

The perception aspect is focused outward. How you perceive other people and the world in general is filtered by your self-concept. Depending on your beliefs, values and attitudes, you can perceive the same thing differently than another person with differing beliefs, values and attitudes. This happens all the time. We perceive things in connection to a framework of judging parameters so to speak. One also tends to perceive yourself in a perhaps better light than others do. After all, you are setting the rules for your own behaviour, so it is a very biased thing to judge yourself.

3. Expectations:

The third type or aspect of intrapersonal communication is regarding expectations on the future. What do you expect of your own future and the future of others?

Some people expect to have kids in the future, some don't. Certain people expect to become something great, others don't. Your long term expectations are sometimes projections of what you have learned from environment such as your own family growing up and the society you belong to.

Examples of Intrapersonal Communication:

As mentioned above, there are many ways of performing intrapersonal communication. We will outline some examples in a bit more detail in this chapter.

1. Thinking form:

This includes thinking as well as dreaming, both day-dreaming and the dreaming we do when we are asleep, i.e. nocturnal dreaming. When you think about something, whether it is what to have for dinner or a complex mathematical problem, you are engaging in intrapersonal communication. We think almost all the time, and especially when we are concentrating.

2. Vocal form:

This way of performing intrapersonal communication is essential to talk to yourself out loud. Normally reoccurring reasons for this is to repeat or otherwise rehearse a message; letting your emotions be heard; giving yourself instructions. Most of us do this every now and then, whether it is talking to ourselves in the mirror or perhaps commenting on other drivers while alone in your car.

3. Written form:

This involves all writing you do with yourself as the only intended reader. This could for instance be a personal journal or diary, but could just as well be a shopping list, reminders or notes. I take a lot of notes, and I do not necessarily read most of them again, but I would assume that still qualifies as intrapersonal communication regardless.

Advantages of Intrapersonal Communication:

if you are skilled at intrapersonal communication, there are some good pros for you. Basically, a skilled intrapersonal communicator can reap the following benefits:

1. Understanding yourself and your emotions:

By realizing and being aware of your own emotional state you can consider what impact it has on your intrapersonal communication and in the next step also in any interpersonal communication you engage in. if you are in a positive or

Negative state, it will colour your intrapersonal communication. Negative emotions can lead to negative thoughts and interpretation of events and the acts of others and vice versa for positive emotions. Knowing how your emotional state affects your thinking and intrapersonal communication enables you to second guess your conclusions and mitigate the emotional influence on your thinking. Realising your emotions makes it possible for you to pause and reflect on what is going on and the reasons for it. If you are good at intrapersonal communication, you can catch yourself in the act and correct yourself when you are heading in the wrong direction.

2. Empathy and understanding others:

Grasping and understanding the situation another human being is in and considering what it would be like is to a large degree a case of intrapersonal communication. Deciding what to ask as a next question depending on the previous answer is also an act of intrapersonal communication. Hence, being skilled at intrapersonal communication will likely make you better at understanding and treating others in a good way.

3. Good analytical skills:

By visualizing and seeing problems in different directions in your intrapersonal communication, you can more easily understand what additional information is required and how and why it is important in the context. You can identify options and alternatives on how to move forward and judge the outcome and likelihood of those different aspects.

4. Improved decision-making skills:

If you have the capacity to think things through and weigh aspects and consequences back and forth which is basically part of the aforementioned analytical skills, it will be easier for you to make good decisions. You are more likely to understand the consequences of different decisions as well as if not taking a decision at all.

INTER-PERSONAL COMMUNICATION:

Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods.

It often includes face-to-face exchange of information, in a form of voice, facial expressions, body language and gestures. The level of one's interpersonal communication skills is measured through the effectiveness of transferring messages to others. Commonly used interpersonal communication within an organisation include daily internal employee communication, client meetings, employee

Performance reviews and project discussions. In addition, online conversations today make a large portion of employees interpersonal communication in the workplace.

The Importance of Interpersonal Communication in the workplace:

1.Problem solving:

Interpersonal communication skills are necessary because they allow people to discuss problems and weight the pros and cons of alternatives before coming up with the final solution. For example, brainstorming exercises are situations in which interpersonal communication comes into play as it is very important that everyone feels respected and free to share their voice, ideas and views.

2.Alignment with business goals:

Poor communication between employers and employees can harm the business in many ways. When managers and leaders are unable to clearly communicate tasks, workers can quickly become frustrated and disconnected with the business goals. Moreover, many employees say that their managers don't give them clear directions and goals for their work. Therefore, managers should be able to with proper online and offline communication as well as the right internal communication tools, continuously align employees with the business strategy.

3.Trust:

According to the American Psychological Association, a quarter of employees in the US do not trust their employers, and only about 50% of them believe that their bosses are open wit them. Lack of trust and transparency are some of the most common causes of poor workplace communication. Interpersonal communication, and all employees, especially business leaders, should therefore improve communication with their employees.

4.Change Management:

Good interpersonal communication is very important during change management efforts within organisations. Effective employee communication helps employees better understand the change, align with it and collaboratively work towards implementing the change successfully.

5.Company culture:

Interpersonal relationships, especially when executed well, are important for an organizational culture to thrive. When employees posses good interpersonal communication skills, organisational culture becomes more synergic and positive. With bad interpersonal relationship, on the other hand, negativity,

Confusion and conflicts become inevitable. This ultimately ruins the work environment, reduces employee productivity, and adversely affects the company's bottom line.

6.Employee recognition:

Good interpersonal communication drives more employee recognition. When employees have good interpersonal relationships with each other and their managers, they are more likely to recognise each other's good work and give constructive feedback.

7.Workplace miscommunication:

Managers who maintain professionalism, open workplace communication and a positive attitude are more likely to be seen as approachable by their employees. When employees feel like they can speak openly with decision-makers, workplace miscommunication, gossip and rumors are much less likely to happen.

8.Personal relationship:

Interpersonal skills are extremely important for creating and maintaining meaningful personal relationships in the workplace. People with good interpersonal communication skills can, therefore, build healthy relationships with their colleagues and work much better as a team.

9.Effective management and leadership:

The ability to foster interpersonal relationships, establish trust and communicate clearly are all crucial skills for an effective leader. When a manager has poor interpersonal communication skills, they can expect to irritate and confuse employees. In fact, there is a greater need for managers to work on their interpersonal skills than there is for the average employee.

10.Employees success:

Good interpersonal communication skills are also necessary for managers to help their employees do their jobs successfully. Leaders need to be able to pass on the right on the right skills to the employees that will enable them to perform their tasks and achieve business goals. Moreover, they should be the ones to teach their employees interpersonal communication skills.

11.Conflict management:

Conflict is normal in the workplace, and we can't always expect from our employees to resolve conflicts in a calm and timely manner. When conflicts like this arise, interpersonal communication becomes crucial for resolving them.

Conflict management cannot happen without effective interpersonal communication. In fact, all conflict management strategies that use communication to soften situations in stressful environment are much more successful.

12.Career development:

As many employers are looking for workers with good communication skills, continuous improvements of interpersonal communication skills can bring career progressions for many employees. In, addition, the increasing prevalence of communication technologies means that employees and communicators now have to adapt to the new employee communication trends.

13.Remote work:

This year, we have all witnessed the importance of communication in the workplace. With the emergence of remote work, interpersonal communication among peers, colleagues, managers and leaders has been disrupted. Yet, it is more important than ever before. In order to keep their cultures open and transparent, employers need to continue to drive engaging workplace conversations even when employees are physically dispersed.

14.Crisis management:

In addition to remote work, many employers will remember 2020 as the year of crisis management. One of the characteristics of companies that manage crisis more successfully, is the ability to drive interpersonal communication within the workplace. When employees are connected and have the ability to collaborate efficiently, it is much easier for organizations to communicate the impact of the crisis on both personal and company-wide levels.

Interpersonal Communication Models:

1. Exchange theory
2. Johari window
3. Transactional analysis

1.Exchange theory:

- This theory was developed by George Casper Homans (1958).
- Social behaviour of human beings includes not only the exchange of goods, material or non-material things, it also includes the symbols of approval or prestige.
- Persons that give much to others try to get much from them, and persons that get much from others are under pressure to give much to them.
- All relationships have give and take, although the balance of this exchange

is not always equal.

- Exchange theory explains how we feel about a relationship with another person by considering our perception :
 - a) The balance of relationship between what we put into the relationship and what we get out of it.
 - b) The kind of relationship we deserve.
 - c) The chances of having a better relationship with someone else.
- Cost vs Reward is seen in Exchange theory.
- In deciding what is fair, we develop a comparison level (CL) against which we compare the give/take ratio.
- We also have a comparison level for the alternative relationships (CL_{alt}).
- Outcome level(OL)=Rewards-Costs.
- $OL > CL$ = Satisfied with the group.
 $OL < CL$ = Dissatisfied with the group.
 $OL > CL_{alt}$ = Remain in the group.
 $OL < CL_{alt}$ = Leave the group.
- People in a situation selects which ever behaviour gives maximum profits.
- People when there is no reward, they try to minimise the cost.
- When long term profits are expected, they give prioritization for short term profits too.

2.Johari Window:

- Johari Window is simple and useful tool for illustrating improving self-awareness and mutual understanding between individuals within group.
- It is also used to assess and improve groups relationship with other groups.
- This model was developed by Joseph Luft and Harry Ingham in 1955.
- After combining the first names 'Joe' and 'Harry' the name Johari has been given this model.
- Johari Window is used to enhance the individuals perception on others. This model is based on two ideas :
 - a) Trust can be acquired by revealing information about you to others.
 - b) Learning yourself from their feedback.
 - c) Every person is represented by Johari Window pane or through four quadrants.

	Known to Self	Not known to self
Known to others	Open Area	Blind Spot
Not known to others	Hidden Area	Unknown

1)Open Self:

Here the information about the person his attitudes behaviour, emotions, feelings, skills and views will be known by the person as well as by others.

- This is mainly the area where all communications occur.
- ‘Feedback solicitation’ _ is a process which occurs by understanding and listening to the feedback from another person.

2)Blind Spot:

Information about yourselves that others know in a group but you will be unaware of it others may interpret themselves differently than you expect. The blind spot is reduced for an efficient communication through seeking feedback from others.

3)Hidden Area:

Information that is known to you but will be kept unknown from others. This can be any personal information which you feel relevant to reveal. This includes feelings, past experiences, fears, secrets etc. we keep some of our feelings and information as private as it affects the relationship and thus the hidden area must be reduced by moving the information to open areas.

4)Unknown Area:

The information which is unaware to yourself as well as to others. This includes the information, feelings, capabilities, talents etc. This can be due to traumatic past experiences or events which can be unknown for lifetime. The person will be unaware till the discover his hidden qualities and capabilities or through observation of others.

5)Transactional Analysis:

Transactional analysis was created by Dr. Eric Berne. It is a technique used to help people better understand their own and other’s behaviour, especially in interpersonal relationships.

Transactional analysis is primarily concerned with

1. Analysis of self awareness.
2. Analysis of ego states.
3. Analysis of transactions.
4. Script analysis.
5. Games analysis.
6. Analysis of life positions.
7. Stroking.

1)Analysis Of self-awareness:

- Self is the core of personality pattern which provides integration.
- Self-awareness is an important concept, it describes self in terms of image, both conscious and subconscious.

2)Analysis of ego states:

- Ego plays an important role in human behaviour.
- Ego states are person's way of thinking, feeling and behaviour at any time.

3 important ego states:

- a) Parent ego
- b) Adult ego
- c) Child ego

a) Parent Ego:

It means that the values, attitudes and behaviours of parents are an integral part of the personality of an individual. The people tend to children characteristics :-

- 1) Judgemental
- 2) Rule maker
- 3) Moralising
- 4) Over protective
- 5) Indispensable

b) Adult Ego:

It is being authentic, direct, reality based, fact seeking and problem solving. They assume that human beings are equal, worthy and responsible. The process of adult ego states formation goes through one's own experiences and continuously updating attitudes left over from childhood. People with adult ego state, gather relevant information, carefully analyse it, generate alternatives and make logical choices.

c) Child Ego:

This state is characterised by very immature behaviour. The important features of this state are creativity, anxiety, depression, dependence, fear, joy, emotional sentiments etc.

3) Analysis of transactions:

- A transaction is a basic unit of social interaction.
- Depending on the ego states of the persons involved in transactions, there are 3 types of transactions:-

a) Complementary transactions:

Both the people are operating from the same ego state.

Parent	Parent
Adult	Adult
Child	Child
Sender	Receiver

b) Crossed transactions:

It is one in which sender sends a message, a behaviour on the basis of his ego state, but this message is reacted to be an unexpected ego state on the part of the receiver.

Parent	Parent
Adult	Adult
Child	Child
Sender	Receiver

c) Ulterior transaction:

Two ego states within the same person but one disguises the script analysis.

4) Script analysis:

- In a layman's view, a script is the text of play, motion picture or a radio or Tv programme.
- In transactional analysis a person's life is compared to a play and the script is the text of the play.
- According to Eric Berne, a script is an ongoing programme, developed in early childhood under parental influence which directs the individual behaviour in the most important aspects of his life.
- A script is a complete plan of living, offering prescriptions, permissions and structure which makes one winner or loser in life.

5) Games Analysis:

- When people fail to get enough strokes at work they try a variety of things.

- One of the most important thing is that they play psychological games.
- A psychological game is a set of transaction with three characteristics:
 - The transaction tend to be repeated.
 - They make sense on superficial or social level.
 - One or more transactional is ulterior.

TYPES OF GAMES:

- A first degree game is one which is socially acceptable in the agent's circle.
- A second degree game is one which more intimate end up with bad feelings.
- A third degree game is one which usually involve physical injury.

6)Analysis of Life Positions:

- In the process of growing up people make basic assumptions about their own self worth as well as about the worth of significant people in their environment.
- The combination of assumptions about self and the other person called as life positions.
- Transactional analysis constructs the following classifications of the four possible life positions or psychological positions.
- I am OK, you are OK.
- I am OK, you are not OK
- I am not OK, you are OK
- I am not OK, you are not OK

I am OK, you are OK:

It appears to be an ideal life position. People with this type if life position have confidence in themselves as well as trust and confidence in others.

I am OK, you are not OK:

This is a distrustful psychological position. This is the attitude of those people, who think that whatever they do is correct.

I am not OK, you are OK:

This is a common position for those people who feel power less when they compare themselves to others.

I am not OK, you are not OK:

People in this position tend to feel bad about themselves and see the whole world as miserable. They do not trust others and have no confidence in themselves.

7)Stroking:

- Stroking is an important aspect of the transactional analysis.
- The term stroke refers to “giving some kind of recognition to others.”
- People need strokes for their sense of survival and wellbeing on the job.
- Lack of stroking can have negative consequences both on physiological and psychological wellbeing of a person.
- There are three types of strokes:

1.Positive stroke:

The stroke one feel good, is a positive stroke. Recognition, approval are some of the examples.

2.Negative stroke:

A stroke one feel bad or not good is a negative stroke, negative strokes hurt physically or psychologically.

3.Mixed strokes:

A stroke may be of a mixed type also. Example: The boss comment to a worker “you did an excellent job inspite your limited experience.

BENEFITS AND UTILITY OF TRNSACTIONAL ANALYSIS:

- Improved interpersonal communication.
- Source of positive energy.
- Understanding ego state.
- Motivation.
- Organisational development.

What is Nonverbal Communication

Non-verbal communication occurs without using any oral or written word. Instead of written or oral words, it relies on various non-verbal cues like physical movements, tasks, colours, signs, symbols, signals charts, etc. to express feelings, attitudes or information. Although no word is used in non-verbal communication, it can effectively communicate many human feelings more accurately than verbal methods of communication.

Types of Nonverbal Communication

- Eye contact
- Facial expressions
- Gestures
- Posture and body orientation
- Body Language
- Space and Distance
- Proximity
- Para-linguistic
- Humor
- Touch
- Silence
- Personal Appearance
- Symbol
- Visual Communication.

Eye contact:

Eye contact is an important channel of interpersonal communication. It helps to regulate the flow of communication. And it signals interest in others. Furthermore, Eye contact with audiences increases the speaker's credibility. Teachers who make eye contact open the flow of communication and convey interest, concern, warmth, and credibility.

Facial expressions:

- The face is an important communicator. It is commonly said that the face is the index of the mind.
- It expresses the type of emotions or feelings such as joy, love, interest, sorrow, anger, annoyance, confusion, enthusiasm, fear, hatred surprise, and uncertainty.
- Facial expressions are indicated through the mouth (open, wide or closed), eyelids (raised or lowered), nose (wrinkled or relaxed), cheeks (drawn up or back) and the forehead (lowered or raised).
- Within the facial area, eyes are especially effective for indicating attention and interest. However, interpretations of facial expressions differ from culture to culture.

Smiling is a powerful cue that transmits:

- Happiness.
- Friendliness.
- Warmth.
- Liking.
- Affiliation.

Gestures:

- Head nods, a form of gestures, communicate positive reinforcement to students and indicate that you are listening.
- Gestures are movements of the arms, legs, hands, and head.

- Some authors opine that gesture is the deliberate body movement because they express specific and intentional meaning.
- For example; a wave of the hand has a specific meaning-“hello” or “good- bye”; a forefinger and a thumb touching to form a circle have the meaning - “ok”.
- In Europe, raising thumb is used to convey that someone has done something excellent while in Bangladesh the same gesture means something idiotic.

Posture and body orientation:

- We communicate numerous messages by the way we walk, talk, stand and sit.
- Standing erect, but not rigid, and leaning slightly forward communicates to students that you are approachable, receptive and friendly.
- Interpersonal closeness results when you and your students face each other.
- Speaking with your back turned or looking at the floor or ceiling should be avoided; it communicates disinterest to your class.

Body Language:

- Body movements can convey meanings and messages. Body language may take two forms of unconscious movements and consciously controlled movements.
- For example; When a person is bored, he may gaze around the room rather than look at the speaker or he may shift positions frequently.
- When a person is nervous, he may bite his nails or mash hair. These are usually made unconsciously. On the other hand, leaning forward toward the speaker to express interest is the case of conscious body movements.

Space and Distance:

- Space and distance are significant non-verbal tools in the case of organizational communication.
- A spacious and well-decorated room indicates a person’s position in the organization hierarchy and external people get a message about his importance and authority only by visiting his room.
- Distance is another communication tool, which expresses the degree of intimacy and individual acceptance.

Proximity:

- Cultural norms dictate a comfortable distance for interaction with students.

You should look for signals of discomfort caused by invading students’ space. Some of these are:

- Rocking
- Leg swinging
- Tapping
- Gaze aversion

Typically, in large college classes space invasion is not a problem. There is usually too much distance.

- To counteract this, move around the classroom to increase interaction with your students.
- Increasing proximity enables us to make better eye contact and increases the opportunities for students to speak.

Para-linguistic:

This facet of nonverbal communication includes such vocal elements as:

- Tone
- Pitch
- Rhythm

- Timbre
- Loudness
- Inflection

For effectiveness in communication, learn to vary these six elements of your voice.

One of the major criticisms is of instructors who speak in a monotone. Listeners perceive these instructors as boring and dull.

Humor:

- One should develop the ability to laugh at yourself and encourage students to do the same. It fosters a friendly environment that facilitates learning.
- Adequate knowledge of the subject matter is crucial to your success; however, it's not the only crucial element.
- Creating a climate that facilitates learning and retention demands good nonverbal and verbal skills.

Touch:

- Touch is a widely used form of non-verbal communication tool.
- By touching, one can express a wide range of emotions. However, the accepted modes of touch vary depending on the gender, age, relative status, intimacy and cultural background of the persons.
- For example, in the context of our culture, when one touches you from the back of the examination hall, your understanding is that he wants to know something.

Silence:

- Silence is a powerful tool for communication. It may have a positive or negative meaning.
- In a classroom, silence indicates that students are listening carefully and attentively. In the same way, through silence one can communicate his lack of interest or a failure to understand.

For example, silence often indicates that a person receiving instruction does not understand the action required or sometimes silence indicates consent.

Personal Appearance:

- Appearance is also an important non-verbal communication tool. Appearance includes dress, hair, jewellery, makeup, belt buckles and so on.
- Appearance indicates the degree of importance or interest a person conveys to an occasion. Through uniform, we can identify a student, a doctor, a lawyer, a police officer, etc.
- In an organization, one's dress is keenly observed to see whether it conforms to accepted standards of appearance. As an example, workers may wear different clothes when they are on strike than they do when they are working.

Symbol:

- A symbol is something that represents an idea, a physical entity or a process but is distinct from it. The purpose of a symbol is to communicate meaning.

For example, a red octagon may be a symbol for "stop".

On a map, a picture of a tent might represent a campsite. Numerals are symbols for numbers. Personal names are symbols representing individuals. A red rose symbolizes love and compassion.

Visual Communication:

- When communication occurs using any visual aids, it is known as visual communication.
- Thus, communication that occurs through facial expression, personal appearance, gesture, posture, printed picture, sign, signal, symbol, map, poster, slide, chart, diagram, graph, etc. is called visual communication.

For example, to indicate 'danger', we use red sign; to mean 'dangerous', we use a skull placed between two pieces of bone put in crosswise fashion; to indicate 'no smoking', we use an image showing a lighted cigarette with a cross mark on it.

Importance of Nonverbal Communication

Some important points expressing the importance, necessity, advantages or functions of non-verbal communication are discussed below:

Well Expression of the Speaker's Attitude:

Various non-verbal cues of the speaker like physical movements, facial expression, a way of expression, etc. play an important role in expressing the inner meaning of the messages in face-to-face conversation and interview.

For example, the facial expression of the speaker indicates his attitude, determination depth of knowledge, etc.

Providing Information Regarding the Sender of The Written Message:

The format, neatness, language and the appearance of the envelope used in a written message send a non-verbal message regarding the writer's tests, choice, level of education, etc.

Expressing the Attitude of the Listener and Receiver:

Sometimes the appearance of the listeners and receivers conveys their attitudes, feelings, and thoughts regarding the messages they have read or heard.

Gaining Knowledge about a Class of People:

Clothing, hairstyle, neatness, jewellery, cosmetics, and stature of people convey impressions regarding their occupation, age, nationality, social or economic level, job status, etc.

For example; students, policemen, nurses, etc. can easily be identified through their dresses.

Gaining Knowledge about the Status of a Person:

Non-verbal cues also help to determine the relative status of persons working in an organization. For example, room size, location, furnishings, decorations, lightings, etc. indicate the position of a person in the organization.

Communicating Common Message to All People:

In some cases, non-verbal cues can effectively express many true messages more accurately than those of any other method of communication.

For example; the use of red, yellow and green lights and the use of various signs in controlling vehicles on the roads.

Communicating with the Handicapped People:

Non-verbal cues of communication greatly help in communicating with the handicapped people.

For example; the language of communication with the deaf depends on the movements of the hands, fingers, and eyeballs.

Conveying Message to the Illiterate People:

Communication with illiterate people through written media is impossible. There may also be some situations that do not allow the use of oral media to communicate with them.

In such situations, non-verbal methods like pictures, colours, graphs, signs, and symbols are used as the media of communication.

For example; to indicate danger we use red sign and to mean dangerous we use a skull placed between two pieces of bone put in a crosswise fashion.

Quick Expression of Message:

Non-verbal cues like sign and symbol can also communicate some messages very quickly than written or oral media.

For example; when drivers of a running vehicle are to be communicated that the road ahead is narrow or there is a turn in the road ahead, we generally use signs or symbols rather than using any written or oral message.

Presenting Information Precisely:

Sometimes quantitative information on any issue may require a lengthy written message. But this quantitative information can be presented easily and precisely through tables, graphs, charts, etc.

Conclusion:

To improve your nonverbal skills, record your speaking on videotape. Then ask a colleague in communications to suggest refinements.

Non-verbal communication can take many forms depending on the situation, the ability of communicators, etc.

CULTURAL DIMENSION IN COMMUNICATION

Cultural Dimension in Communication:

Communication is not only about substance and style but the cultural dimension is also very important with respect to communication, which is often ignored.

Learning cross cultural communication helps to understand how people, from different cultural backgrounds communicate.

It also facilitates in communicating in an effective manner across various cultures.

Cross Cultural Communication Styles –

The manner in which people communicate varies a lot between different cultures and even in same culture.

1) Language usage:

1. Learn new words of other languages:

If a person is talking to someone who belongs to Germany, or French it would be helpful to learn some important German words to easily connect with that person.

2. Avoid abbreviations:

All abbreviations are not universally known. For example, the abbreviation 'IAS' is widely known in India as Indian Administrative Services but, it might not be understood by a person from another country.

3. Avoid complex words:

As a word may not have similar meaning across the globe. Example Biscuit even means a cookie in many places and the word cookie has various different meanings. Thus, it is better to avoid these words.

4. Avoid causal words:

Words like What's up, Howz you, Yup etc. are casual expressions and should be avoided.

5. Good conversation required:

Listen carefully and speaks slowly as the language may be same but pronunciation is different. So concentrate and keep up with the speed. Also, the following things to be remembered while communicating in written form:

6. Ensure grammatically correct writing:

Conversation in written form should be grammatically correct. The ideas need to be placed in sequence and clear in understanding.

7. E- Mails not preferred:

Writing emails is not preferred in some cultures and people from these countries who want to have a direct conversation either face to face or telephonically.

8. Double check:

Written conversations have strong proof and value. Therefore, it is important to check twice whatever is written i.e. a text, graphs or figures all must be appropriately done. Writing is not easy, especially when you are communicating to people from difference cultures. One needs to be careful and practice before communicating in written form.

2) Non verbal communication:

Non verbal communication has deep meaning when we interact with people across cultures. Certain non verbal expressions play important role during cross culture communication:

1. Eye contact:

It is vital to have proper eye contact in western culture, but, it may be offensive in oriental culture for eg: Japan. As in Japan if a woman avoids making an eye contact it is not that she is not interested in talking or lacking in confidence. It is just that she is polite and respecting the person. In India, we have both situations. Eye contact is important at the time of discussions or interviews, but, not considered good while conversing with elders.

2. Expressions:

Facial expressions plays important role while communicating cross culturally. Smile is important aspect in expressions while in some cultures people constantly maintain smile on their faces and in other cultures the smile occasionally or with reasons. 'Researchers determined Dutch people pay attention to the facial expression more that Japanese people do. On the other hand, Japanese people express emotion in the tone of voice, not in the face. They found that Japanese participants paid attention to the voice more that Dutch people did-even when they are instructed to judge the emotion by the faces and to ignore the voice'(Nauert, R. 2010).

3. Gestures:

Gestures are needed to be observed very carefully. Examples, forming a circle with fingers denote a sign of okay which means all right in US. But, means nothing in France as it just has the additional meaning of zero or worthless.

4. Time:

Cultures will be divided according to the time.

- **Monochronic** It indicates respect for time. Focus on work. Focus on now. That means present.

Examples: Monochronic countries US, Great Britain, Germany.

- **Polychronic** Here time is less important. Focus on relationships. Focus on future.

Examples: Polychronic countries China, Africa, Egypt, and parts of Asia.

5. Attire:

The appropriate dress for all occasions should be considered while communicating cross culturally. As wearing white in some cultures shows that traditional and peaceful look but, in East Asia it is sign mourning.

In Mexico formal dressing is important. But, in New Zealand semi-formals do work. In India, Sarees considered as formal but in Europe Skirt is considered as formal.

Hence, to have a better cross cultural communication:

- One must read about the people and culture before making a deal with them.
- Talk to people and ask about their experiences who have already visited the different countries.
- Be a patient listener, observe and learn about how to speak and what to speak?
- Get cross culture communication tips from some expert.

STRATEGIES FOR COMMUNICATING ACROSS CULTURES:

The important aspect of communicating across cultures is knowledge. It is significant for people to comprehend the problems of communicating cross cultural and to overcome them. As communication problems arise due to cultural differences so it is required for persons to be tolerant and merciful, rather than argumentative & hostile.

Giving another thought before responding is a good aspect, as carefulness surely pays rewards, therefore one must move slowly to make any conclusions. Active listening helps in understanding the message and communicating accurately. People who act as translators helps in communicating cross culturally, as they can understand not only the substance but also the manner of speaking. Though, sometimes mediators may make communication more difficult due to the disputes between nations, or due to more close feelings for the person of their region.

The important aspects of Cross Cultural Communication are:

1. Knowing another culture:

A direct experience on familiarity with other culture helps in communicating more effectively. One can be more familiar by other cultures through listening to radio stations, or by visiting religious institutions, which may be helpful ways.

2. Feeling Threatened:

The lack of knowledge and understanding towards other culture make people feel like a stranger and lonely. This creates threat in the mind of being alone.

3. Tendency to Overlook Similarities:

Whenever we interact with people of another culture we first notice the differences rather than similarities. Therefore, people draw the wrong conclusions. The important common identity is of humanity which is overlooked.

4. Variations within groups:

It is not only that people are different in different groups but we may also see the variations within the group. Every culture may have variety of people they may be extroverts, introverts, honest, dishonest, hardworking, lazy etc. Therefore, we must not dwell in our mind the negative assumptions of other culture. Each culture is a mix of variety of people following their particular customs and rituals. Raman and Singh (2006) quoted the example of software companies Apple & Microsoft, they said, "Both Apple & Microsoft operating systems allow you to accomplish work with a word processing system. The work is the same, but the language and the coding through which that basic work is accomplished are different. This is why cross cultural communication- we have to go back and examine aspects of our own 'operating systems' and understand the systems of others to be able to communicate between the two platforms."

5. Changing Cultures:

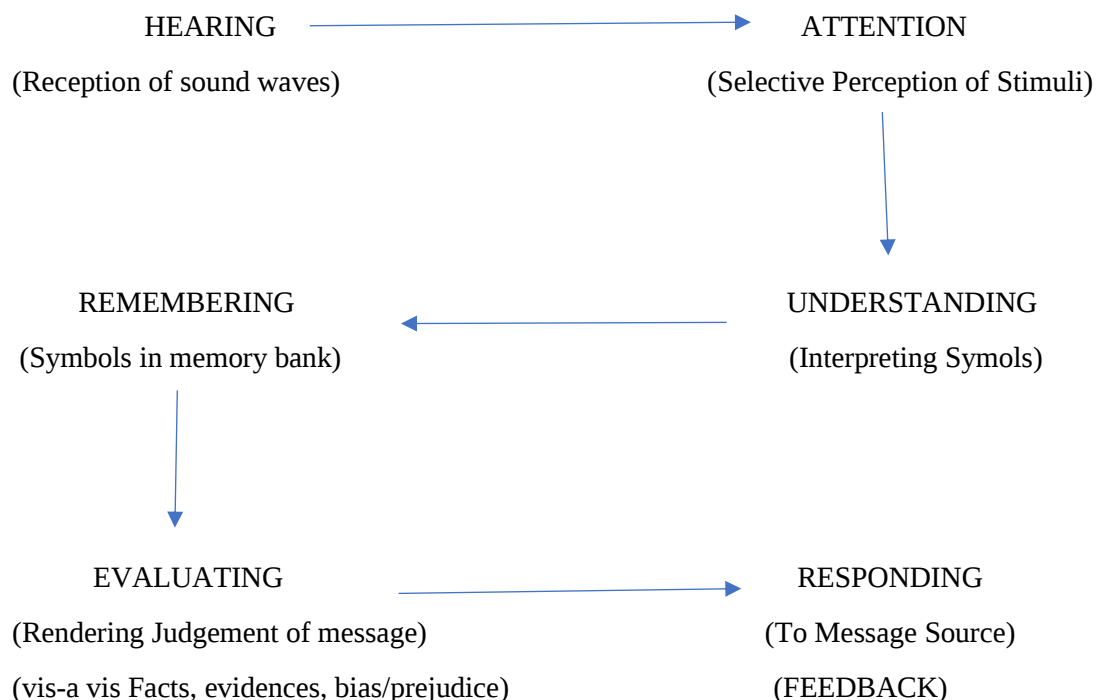
Cultures are not stagnant; they keep on changing through time to time. Cultures reinforce different styles of communication and interact through different customs and values. One should not stick over by feeling their own culture as superior as we should learn the best things from every culture. As it is written in Rig-Veda, "Let the noble thoughts come to us from all directions". Therefore, individuals who bridge the gap between cultures are the pioneers for making the world as a global family.

What Is Listening?

- Listening is the ability to accurately receive and interpret messages in the communication process.
- Listening is key to all effective communication, without the ability to listen effectively messages are easily misunderstood.
- Listening is one of the most important skills you can have.
- An active process of getting information, ideas.
- “Listening is the process of receiving, constructing meaning from, and responding to spoken.

Process of Listening/Stages of Listening Process:

There are six stages of listening given as below:



1-Hearing/Receiving:

- Is the intentional focus on hearing a speaker's message.
- This stage is represented by the ear because it is the primary tool involved with this stage of the listening process.

It refers to the response caused by sound waves stimulating the sensory receptors of the ear. Therefore, the reception of sound waves, which we know as hearing, does not mean that there is any conscious perception of what is being heard.

2-Attention:

Our senses are constantly bombarded by countless stimuli from the world around us. However, your brain screens these stimuli and permits only a few to come into focus. This selective perception is known as attention.

3- Understanding:

- In the understanding stage, we attempt to learn the meaning of the message, which is not always easy.
- Deciding what the message means to you

4- Remembering:

- Remembering begins with listening; if you can't remember something that was said, you might not have been listening effectively.
- However, even when you are listening attentively, some messages are more difficult than others to understand and remember. Highly complex messages that are filled with detail call for highly developed listening skills.

5- Evaluating:

- The fourth stage in the listening process is evaluating.
- evaluations of the same message can vary widely from one listener to another.
- The stages two, three, and four are represented by the brain because it is the primary tool involved with these stages of the listening process.

6- Responding:

- Responding—sometimes referred to as feedback—is the fifth and final stage of the listening process.
- Your reaction to the message. It can be emotional and intellectual
- For example, you are giving positive feedback to your instructor if at the end of class you stay behind to finish a sentence in your notes or approach the instructor to ask for clarification. The opposite kind of feedback is given by students who gather their belongings and rush out the door as soon as class is over.
- This stage is represented by the lips because we often give feedback in the form of verbal feedback; however, you can just as easily respond nonverbally.

Types of listening:

Here are six types of listening, starting with basic discrimination of sounds and ending in deep communication.

Discriminative listening:

- Discriminative listening is the most basic type of listening, whereby the difference between difference sounds is identified. If you cannot hear differences, then you cannot make sense of the meaning that is expressed by such differences.
- We learn to discriminate between sounds within our own language early, and later are unable to discriminate between the phonemes of other languages. This is one reason why a person from one country finds it difficult to speak another language perfectly, as they are unable distinguish the subtle sounds that are required in that language.
- Likewise, a person who cannot hear the subtleties of emotional variation in another person's voice will be less likely to be able to discern the emotions the other person is experiencing.
- Listening is a visual as well as auditory act, as we communicate much through body language. We thus also need to be able to discriminate between muscle and skeletal movements that signify different meanings.

Comprehension listening:

- The next step beyond discriminating between different sound and sights is to of words at our fingertips and also all rules of grammar and syntax by which we can understand what others are saying.
- The same is true, of course, for the visual components of communication, and an understanding of body language helps us understand what the other person is really meaning.
- In communication, some words are more important and some less so, and comprehension often benefits from extraction of key facts and items from a long spiel.
- Comprehension listening is also known as content listening, informative listening and full listening.

Critical listening:

Critical listening is listening in order to evaluate and judge, forming opinion about what is being said. Judgment includes assessing strengths and weaknesses, agreement and approval.

This form of listening requires significant real-time cognitive effort as the listener analyses what is being said, relating it to existing knowledge and rules, whilst simultaneously listening to the ongoing words from the speaker.

Biased listening:

Biased listening happens when the person hears only what they want to hear, typically misinterpreting what the other person says based on the stereotypes and other biases that they have. Such biased listening is often very evaluative in nature.

Evaluative listening:

In evaluative listening, or critical listening, we make judgments about what the other person is saying. We seek to assess the truth of what is being said. We also judge what they say against our values, assessing them as good or bad, worthy or unworthy.

Evaluative listening is particularly pertinent when the other person is trying to persuade us, perhaps to change our behavior and maybe even to change our beliefs. Within this, we also discriminate between subtleties of language and comprehend the inner meaning of what is said. Typically also we weigh up the pros and cons of an argument, determining whether it makes sense logically as well as whether it is helpful to us.

Evaluative listening is also called critical, judgmental or interpretive listening.

Appreciative listening:

In appreciative listening, we seek certain information which will appreciate, for example that which helps meet our needs and goals. We use appreciative listening when we are listening to good music, poetry or maybe even the stirring words of a great leader.

Sympathetic listening:

In sympathetic listening we care about the other person and show this concern in the way we pay close attention and express our sorrow for their ills and happiness at their joys.

Empathetic listening:

When we listen empathetically, we go beyond sympathy to seek a truer understand how others are feeling. This requires excellent discrimination and close attention to the nuances of emotional signals. When we are being truly empathetic, we actually feel what they are feeling.

In order to get others to expose these deep parts of themselves to us, we also need to demonstrate our empathy in our demeanor towards them, asking sensitively and in a way that encourages self-disclosure.

Therapeutic listening:

In therapeutic listening, the listener has a purpose of not only empathizing with the speaker but also to use this deep connection in order to help the speaker understand, change or develop in some way.

This not only happens when you go to see a therapist but also in many social situations, where friends and family seek to both diagnose problems from listening and also to help the speaker cure themselves, perhaps by some cathartic process. This also happens in work situations, where managers, HR people, trainers and coaches seek to help employees learn and develop.

Dialogic listening:

The word 'dialogue' stems from the Greek words 'dia', meaning 'through' and 'logos' meaning 'words'. Thus dialogic listening mean learning through conversation and an engaged interchange of ideas and information in which we actively seek to learn more about the person and how they think.

Dialogic listening is sometimes known as 'relational listening'.

Relationship listening:

Sometimes the most important factor in listening is in order to develop or sustain a relationship. This is why lovers talk for hours and attend closely to what each other has to say when the same words from someone else would seem to be rather boring.

Relationship listening is also important in areas such as negotiation and sales, where it is helpful if the other person likes you and trusts you.

Barriers to Effective Listening

1. Physical barriers in communication:

Physical barriers can be anything that blocks the ability to hear what is being said. This can include noise, obstructions, and distance. External noise can be anything from a construction site next door to people talking loudly in the office or the sound of traffic outside of your window.

Physical obstructions can be people standing before you at a networking event or someone sitting between you and the person speaking at a meeting. In this case, your ability to listen effectively will also be hindered.

Distance can also be a barrier if you are not sitting close enough to the person speaking or if you have a poor connection when talking on the phone. The further away people are from one another when they talk, the more difficult it can be to hear them clearly.

2. Emotional barriers:

Emotional barriers are emotional factors that get in the way of effective listening. These include both positive and negative emotions, such as being excited, angry, upset, or distracted. It's difficult to focus on something else when emotions come in the way of concentration.

For example, if you're upset about something that happened earlier in the day, it will be challenging to focus on what the person in front of you is saying. If you're angry with someone, you're less likely to be very receptive to things they have to say. And if you're distracted by something exciting going on in your life, you won't be able to focus on the speaker very well.

3. Psychological barriers to effective listening:

Psychological barriers are similar to emotional barriers, but they are based on our thoughts rather than feelings. Sometimes, we tend to assume we know what the other person is going to say, think about what we're going to say next, or judge the person we're listening to.

For example, if you are talking to someone and start thinking about replying, you will be less effective at listening to what that person is saying. Instead, you'll be focused on formulating your response. This lack of focus can lead to misunderstandings and poor communication.

4. Cultural barriers:

Cultural barriers can be seen in both social and business contexts. These could be caused by differences in ethnicity, religion, traditions, or social status. Business cultural barriers arise when there is a difference in how business is done in different parts of the world. This can be because of different laws, customs, or social norms.

For example, in many parts of Europe, it is common to shake hands when greeting someone for the first time or even kiss on the cheek, but in certain places, it is not appropriate to touch a person of another gender that you have just met. This can lead to discomfort and misunderstanding if you are not aware of the cultural differences between you and the person you are talking to.

5. Language Barriers:

In our global society, a language barrier is probably one of the most common obstacles to effective listening. It can exist when there is a language difference between the two individuals talking or when one person has a poor understanding of the spoken language.

It is important to note that a language barrier does not have to be an issue of nationality or ethnicity. It could simply be a difference in dialect.

For example, someone from the south of England may not understand someone from the north of England because they speak with a different accent or even use other expressions.

6. Time Pressure:

This barrier is based on the idea that people feel they do not have enough time to listen. Time pressure can come from a number of different places, including from within oneself or from an external source.

For example, if you are running late for a meeting, you will probably be less inclined to spend time listening to everyone's ideas than if you had more time available.

Alternatively, if you feel impatient because the person speaking is taking too long, you might feel unable to focus on what they are saying. Because of this, it could be hard to focus on what the other person is saying, and you may stop listening and start preparing your excuse for leaving.

7. Pace of speech:

The speed of speech can often be a barrier to effective listening. When someone speaks too quickly, it can be difficult to keep up and understand everything they are saying.

In some cases, the person speaking fast might be doing so because they are nervous or do not think their listener is interested in what they have to say. Or, sometimes, they are just naturally a fast speaker.

If you feel overwhelmed by someone's fast speech, it can be hard to process what they're saying. This can lead to a lack of understanding and poor communication.

8. Tone of voice:

The tone of voice can also be a barrier to effective listening. When someone is speaking in a monotone voice, it's difficult to focus on their message. Or, if their tone is angry and loud, it can cause the listener to react emotionally instead of focusing on what the speaker has to say.

9. Interruptions:

Interruptions can come from either side of the conversation, and they can be physical or verbal. A physical interruption might be someone grabbing your arm to get your attention while you are talking or people trying to talk over each other.

Verbal interruptions come in the form of questions and statements. Overlaps happen when both people try to speak simultaneously, and neither will give up their turn to hear what the other has to say. As a result, the message gets lost, and the conversation becomes ineffective.

10. Information overload:

When there is too much information coming at someone, it can be challenging to focus on one thing. This often happens in business meetings when people are presenting either new or complex information. It can also occur during conversations when the person you are talking to gives you too much information at once. In either case, the listener will not focus on what is being said and will probably miss important details.

An example of information overload can be found in a business meeting. Imagine you are in a meeting where the speaker presents information that does not seem relevant to your job or tasks. This can cause you to become distracted and lose focus. As a result, you will miss important details that could affect your work performance.

11. Bias:

Bias includes prejudice or assumptions about others based only on their appearance, gender, race, religion, and other factors. When we are biased toward someone else, we expect them to act in a certain way based on our assumptions, resulting in poor listening. For instance, in a multicultural workplace, you often have a group of people who come from different backgrounds and have different physical characteristics or life experiences.

When you are in this situation, it may be easy for you to make assumptions about the people you are working with despite never actually getting to know them. This can prevent you from listening to them effectively because you are not giving them a chance to show you who they are.

These 11 barriers to effective listening can help us improve our communication skills and relationships at home and at work. By being aware of these obstacles, we can overcome them and improve our ability to listen effectively.

Tips for Effective Listening:

When done genuinely and appropriately, the following will increase communications and trust.

1. Keep eye contact. Look at the person talking. You'll have an easier time paying attention, and they'll be grateful for your focus.
2. Listen with your body. Nod and gesture with your hands to show you're keyed in to what the other person is saying. Make sure your posture and movements don't suggest you're bored or restless.
3. Practice patience. When someone is speaking to you, resist the urge to have something ready to say in return. Listen carefully to what they're saying before answering.
4. Empathize. Listening isn't just about the message. Intent and context are important, so try to make a habit of seeing things from their point of view. Try to really put your feet in the speaker's shoes. Avoid comments like, "I totally understand what you are going through."
5. Acknowledge. No one completely understands what someone else is going through. When we acknowledge that fact, our credibility as a listener goes way up.
6. Be present. Ask, "Am I present in this conversation?" Keep your focus on track.
7. Avoid answering the electronic interrupter. The phone, PDA, or email can be a useful means of communication. But if you are with someone, taking an interruption is one of the fastest ways to show you don't really care about him or her.
8. Hold one conversation at a time.

Etiquettes are the rules and conventions governing correct or polite behavior used in society, in a particular social or professional group setting. Business Etiquette is all about building relationships with people within and outside a business organization. In the business world, it is people that influence your success or failure. Etiquette, and in particular business etiquette, is simply a means of maximizing your business potential.

If you feel comfortable around someone and vice versa, better communication, and mutual trust will develop. This comfort zone is realized through presenting yourself effectively. Business etiquette helps you achieve this.

In Business Terms :

- Understanding overall business Decorum
- Treating others with respect and being courteous
- Being comfortable around people
- Presenting yourself in an acceptable manner

The Importance of Introduction:

- In today's business situations people must be able to properly introduce themselves and others without feeling apprehensive.
- Failing to introduce people in a business situation makes you look downright unprofessional.
- Always rise as a mark of respect.
- Look into the eyes and smile
- Give a firm handshake
- Say, " how do u do?"

What Is Business Etiquette?

Business etiquette refers to accepted rules for behaviour and communication in a professional environment. It affects relationships between co-workers, managers and clients, which can impact the health of an organisation and its culture. Having clear expectations of conduct can contribute to a professional, productive and respectful workplace for both employees and management. While businesses typically have their own rules for etiquette, some general professional rules persist in most work environments. Elements of business etiquette often include:

- Polite speech and mannerisms
- Professional body language
- Consistent punctuality
- Adherence to dress codes
- Clean, well-groomed appearance
- Interpersonal communication

Types Of Etiquette For Business:

You may practice etiquette differently depending on the situation and the environment.

Here are some common types of etiquette that may help you succeed professionally:

Networking etiquette:

The term networking refers to making connections within the community or your industry. These connections can be invaluable for job seekers, as they can help them communicate with potential employers. The people in your network can recommend resources you can use to excel in your role,

such as tools for creating sales leads or continuing education programmes in your field. Here are some ways you can maintain a professional network through etiquette:

- Consider how you can create mutually beneficial relationships with your contacts.
- Ask contacts about themselves, their professional backgrounds and their career goals.
- When meeting with a group of professionals, make sure you include everyone in the conversation.
- Follow up with people you meet by offering something that may be of value to them, like an interesting article or helpful resource.

Interview etiquette:

A comprehensive understanding of etiquette guidelines during an interview can help you make a positive impression on the hiring manager. Maintaining professional behaviour throughout the interview may be as important to the interviewer as your responses to their questions, so you might consider reviewing basic etiquette before you meet with them. Here are some ways you can show a hiring manager your professionalism in an interview:

- Arrive five to ten minutes before your interview.
- Wear clean, formal clothing and shoes and maintain a groomed appearance.
- Allow the interviewer to initiate the greeting and respond accordingly.
- Sit up straight and make eye contact when answering questions.
- Keep your mobile phone turned off and kept in a pocket, briefcase or purse.
- If asked about your current or previous managers or colleagues, speak positively about them.

Post-interview etiquette:

Following up with hiring managers after an interview is a polite way to differentiate yourself from other candidates, express your interest in the role and encourage the hiring manager to contact you again. You can practise post-interview etiquette by writing an email to the interviewer after you meet with them to highlight your continued interest in the role and your appreciation for the opportunity. Here are some ways you can make a positive impression in a follow-up email:

- Keep the email concise and professional.
- Thank the interviewer again for their time and consideration.
- Reiterate your interest in the role and share why you think you are a suitable candidate.
- Mention aspects of the interview you found notable.
- Share details about your professional background you forgot to include in the interview.

Introduction etiquette:

When meeting someone for the first time, it is polite to introduce yourself. Similarly, you can introduce professionals you know who have not yet met when conversing with them in a professional setting. Here are some ways you can use introduction etiquette to introduce yourself or others to a professional or group:

- Stand to greet the other person or group.
- Say hello, state your name and ask for their name.
- Introduce others with a statement like, "Please meet my colleague," followed by their name.
- Offer information about yourself or the person you are introducing to create interest and start a conversation.

Workplace etiquette:

Workplace etiquette includes the professional rules and standards you adhere to daily in your work environment. These include how you act in the workplace, communicate with colleagues, managers and

clients, consider others when performing your duties and present yourself. Here are some ways to incorporate workplace etiquette into your routine:

- Dress according to the company's dress code or standards.
- Arrive on time for your shift and meetings.
- Attempt to learn names as quickly as possible as a sign of respect.
- Return calls and emails within 24 hours or follow up with a timeline.
- Maintain a clean workspace that reflects the professional environment.
- Act courteously when using shared spaces.

How To Improve Your Etiquette:

Here are some steps you can take to improve your etiquette in the workplace:

1. Maintain professionalism:

Remaining professional at all times in work environments is key to practising business etiquette. Ensure your conversational tone suits the setting, which may be casual or formal. Use appropriate gestures as you speak, and express interest in what others say.

Show respect for others, their ideas and their opinions by including them in conversations, listening to their input and communicating politely and clearly.

2. Develop soft skills:

Soft skills can benefit you in any role because they show others how you interact with your colleagues, manage your work and organise your resources. These are essential to having business etiquette, which focuses on your professionalism. Here are some soft skills that can help you improve your etiquette:

➤ Communication

Improving your verbal and written communication skills can make a positive impact on your etiquette. When conversing with others, speak slowly and clearly so others can understand you. Use non-technical terms when speaking with those outside of your industry. Listen actively to others during conversations so they know you value their insight. When corresponding with a colleague, manager or client through written communication, remember to review the document for possible grammatical errors.

➤ Emotional intelligence

This skill refers to the ability to understand the emotions of others. To develop emotional intelligence skills, observe the actions and words of others to see how they react to different situations. Watch for nonverbal communication actions, such as a smile or raised eyebrows to determine how a person feels about an action or statement. You can use your observations to help you relate to others and engage in meaningful conversations.

➤ Time management

A significant element of etiquette is time management. Arriving on time shows others you prioritise company rules and have consideration for colleagues, who may rely on you to complete certain tasks. Time management also involves using your time in an organised manner so you can stay on schedule. To help you manage your time, consider creating a calendar that details your meeting information, project timelines and work schedule. You can find calendar apps that send you notifications for each event.

3. Engage with peers:

Business relationships are important to the success of professionals and the companies where they work. Professionals often rely on personal feelings about their peers and colleagues, such as how much they trust them, when deciding how closely to work with them. When you are meeting with other

professionals, consider engaging in respectful conversation with the other person so you can get to know them. This may help you establish a good rapport with them that can lead to a successful business relationship.

4. Ask for feedback: If you are unsure of how you present yourself to others, ask for constructive feedback from your colleagues or manager. Gathering an outside perspective of your workplace etiquette can help you realise actions you may not have noticed before. Try to incorporate their notes into your daily routine to improve your etiquette. If they offer you positive feedback, you can use these strengths to guide you

UNIT-4

The speech of introduction is a brief speech that provides the main speaker's qualifications. This speech prepares the audience for the main speaker by establishing the speaker's credibility and helps make the speaker feel welcome. To write the speech of introduction, gather biographical information about the speaker.

What is Introduction Speech?

This speech is the primary means of introducing oneself to an intended crowd. The crowd can be your colleagues, employers, groupmates, business partners, or only people you will like to influence your thoughts and beliefs. It should be concise enough to introduce your goals, interests, or ideas in a short time.

Importance of Speech of Introduction:

A speech of introduction presents a brief background of yourself to the crowd regarding goals, interests, strengths, beliefs, and achievements. It is concise enough to introduce, break the ice, and imprint oneself on the public.

Introduction speech can be a forerunner of other prominent addresses, an introduction for a guest speaker, or just a speech that elicits acquaintance and influence.

Four Characteristics of a Good Self- introduction Speech:

Leaving lasting first impressions is as important as giving your introductory speech. Good speech of self-introduction must have the following qualities:

- **Factual**

Details about your personal life and success should be presented as accurately and factual as possible regarding names, dates, and events. There should be no bluffs included, and events should be chronologically correct as it reflects your credibility and honesty.

- **Concise**

A good introduction speech example should be concise in delivering your goals, interests, and intended influence on the crowd but not too dragging to create impatience. The longer you talk, the higher chances of the audience getting disinterested in your intentions, leading to impatience and disengagement.

It is essential to give a catchy, concise, and factual introduction to promote and sustain audience engagement.

- **Adaptable to the Audience and Occasion**

A speech of self-introduction should convey information that is relevant and adaptable to the intended audience and occasion. You can jot down notes about the audience's preferences and type of event and accustom your speech accordingly. Nothing is more impactful than an introduction speech that significantly appeals to audience interest and occasion-specific.

- **Exciting**

You can create a steady build of anticipation for your speech by adding inspirational words, quotations, or compelling words. In this manner, your audience will sustain their engagement with your address and initiate interaction.

Steps in Creating an Introduction Speech

The step-by-step process of crafting your speech of introduction includes:

1. Preparation
2. Practice and editing
3. Planning; and
4. Actual delivery of a speech.

1. Preparation:

Preparing for your speech involves creating a speech outline, presenting hobbies and interests, self-selling, and standing out.

Steps in Speech Preparation	Reminders
Creation of Speech Outline	Identify the main points of your speech to determine the most important thing to say. These points can be: Name statement in the first part of your speech. Work interests and careers goals presented in one sentence Educational or professional background appropriate for the speech .
Presentation of Hobbies and Interests	Your hobbies and interests can be added to the speech, depending on the audience or speech purpose. It establishes one's authority and tangibility on the subject or intended purpose. It is better to prepare two speeches, one draft with experience/hobbies, and one without it. You can let an objective listener evaluate the address to determine its impact and applicability.
Self - Selling	You can give an introduction speech example containing your professional capabilities and achievements without going overboard. Highlight capabilities, characteristics, and experience relevant to the audience and occasion. Avoid including irrelevant information when speaking to new colleagues.
Standing Out	Your speech of introduction can be exceptional among your peers by presenting your achievements, experiences, and learnings sincerely. You can show your skills and experience while highlighting the drive for learning and development. This concept of standing out can be connected to your speech outline of career goals and personal development.

2.Practice and Editing:

The second major step in speech creation is practicing and editing your speech. You can trim down your speech, use short sentences, rehearse, and memorize your address accordingly.

Steps in Speech Practice And Editing	Reminders
Trimming	Present your speech of self-introduction in two or three sentences. Keep it as brief and informative as possible. Make sure to present the speech at a recommended time, usually within 3 to 5 minutes.
Use of Short Sentence	Deliver your speech using simple, clear sentences to avoid uncertainty on the part of the audience. Carefully build the sentence structure and avoid long-winding sentences.
Speech Rehearsal	You should be able to practice delivering your speech, taking note of inflections, tone, and delivery manner. Practice in front of a mock audience. Determine the audience impact of the speech, strengths, and weaknesses of the speech from their feedback.
Memorization	It is better to deliver a memorized introductory speech as it conveys control, conviction, and confidence on your part. It also sustains your audience's interest in your speech .You may use an index card containing only the bulleted list of the vital speech points during speech delivery.

3.Planning:

Planning your speech ahead of time involves determining your target audience, relevant points, and speech purpose and tone.

Steps in Speech Planning	Reminders
Determination of Target Audience	Always determine your intended audience, the purpose of the speech, and others' expectations toward your speech. The type of audience will influence the tone and purpose of the speech.
Use of Relevant Points	Stick with one to two main points about yourself, then add more issues as time allows. Ensure you deliver a general view of your skills, experiences, and interests to your target audience, rather than narrowing to a specific, unrelated point.
Speech Purpose And Tone	The purpose of the speech is the message you want to convey to your crowd. The speech tone refers to the manner of delivering the introduction speech. It can be friendly, conversational, or professional, depending on the target crowd. Always adjust your tone and purpose according to the target crowd and occasion.

Actual Delivery of the Speech:

Lastly, essential considerations before delivering your actual speech include relaxation, acceptable body language, avoidance of rush, and use of humor in case of a mistake

Steps in Speech Delivery	Reminders
Relaxation	Try to alleviate your nervousness by doing relaxation techniques like deep breathing, visualization techniques, and imagination of ending the speech. Find a peaceful place and take a few minutes to prepare yourself. Take a deep breath, focus on breathing, and count release of breath. These techniques will calm your nerves as well as channel your inner confidence during the actual speech delivery.

Good Body Language	Project a strong, engaging, and confident image to your audience when you are delivering your speech by adapting an open body language: Direct eye contact across the room in a controlled way. Try to project a genuine smile to your audience. Maintain a straight posture. Avoid arm crossing or hand clutching. Alternately shift glance from left to right side of the room in a controlled yet relaxed manner.
Avoidance of Rush	You need to discover balance and speed in the delivery of your speech. Practice delivering your speech in front of others or recording it and listening back to your speech. In this manner, you can identify the pacing and pauses of your speech.
Use of Humor in Case of a Mistake	You can use a quick, humorous take to your mistake and immediately move on. The target audience appreciates humility in recognizing the mistake. However, avoid dwelling long on the error as it can affect the audience's interest in your speech. Using humor in a self-introduction speech example is as follows: "I am sorry, I am just so excited to share my beautiful thoughts that I mixed up all my words. Let me discuss that again."

Different ways of starting a speech of introduction and actively engross your target crowd.

1. Current Events Reference:

Starting your speech with a current, relevant news event is an effective way to grab attention, as it shows the relevance of the topic in today's world. You can use news or the latest trends related to your intended speech purpose and target audience.

An excellent introduction speech example may start with "Good afternoon. America hits 1,000,000 cases of Covid-19 for July 2020."

2. Use of Quotations:

Initiating an introduction speech with a pertinent quote sets the tone for the rest of the speech. You can start a speech of introduction with a quote from Bill Gates, "Life is not fair, get used to it."

3. The 'What If' Scenario:

The power of engagement lies in the speaker's ability to immediately draw his/her crowd's attention to the speech. Asking a 'what if' scenario entices the public to follow the flow of your thoughts.

“What if we are the sole human inhabitants of this galaxy? What would happen if our races become extinct?”

4. Use of the Word ‘Imagine’ :

This technique applies the guided imagery by attracting your audience toward visualizing a mental image of an extraordinary situation. It aims to engage all the audience’s senses to maximize impact and encourage them to think positively.

“Imagine being stranded on a deserted island with no one beside you. What would be the first thing that you would do?”

5. Story tell :

A well-rehearsed short story or anecdote draws the audience’s attention and elicits emotional involvement and inspiration during a speech. People would remember personal stories easier than formal public speeches. Start with a touching story from someone or your life story, and watch how this story paints an immediate visual appeal relatable to your audience.

“When I was young, we had a large dog that protected me from harm...”

6. Begin with a Shock:

Have your audience hanging on their seats during your speech by delivering powerful, compelling, or startling statements followed by a brief silence. You will have them engaged with your speech while wondering what you will say next.

“We cannot lose. We can’t lose...”

7. Ask Questions:

Presenting a literal or figurative question to your audience at the opening of your speech elicits an intuitive answer, whether a response is needed or not. It allows the audience to feel included in your thoughts and build some sense of rapport.

“Who would not want to be perpetually rich from his perseverance?”

8. Play with Humor:

Humor is an effective way of gaining an audience’s interest. You can crack a few jokes to start your speech, but always make it appropriate and relatable to your target audience and occasion.

9. Statistics:

You can use a compelling, personalized statistic that will incite an emotional plea and convey your message directly across the audience. It can also be an astonishing factual statistic that provides a solution to the audience’s problems and relevant to your chosen topic.

“It is amazing to think that 70% of the world population recovered from Covid-19...”

The following are unique finishes for your formal speech of introduction while confidently leaving a call to action or a gentle emotional tug. You can even create your signature close for your introduction speech.

1. Title :

You can use the title of your speech (if there are any) as your final remarks. Final words linger, cements your message, and moves your audience.

2. Circular :

You can bounce back to your opening quote or story, reiterate, and summarize the main points of your speech.

“We have arrived at the end where we have started...”

3. Challenge:

You can leave an impressive call or challenge for change, action, or participation from your audience. This challenge will motivate your audience to initiate actions based on what they heard from your speech.

“Let us not rise to get up but rise once we have fallen...”

4. Quotation:

Cite a famous quotation to create a lasting impression for your speech, as well as initiating its closure.

“With your help, we can think anew, and act anew on the new issues before us today.” – quote from President Abraham Lincoln

5. Repetitive :

Use a phrase and build it repetitively and cumulatively, similar to an increasing drum roll. This repetitive finish will increase the impact of your speech to the audience.

“A duty, do it. An opportunity, grab it. A journey, enjoy it. A goal, attain it...”

6. Singsong:

Deliver and restate a specific phrase a few times within your speech. Ask your audience to repeat back the phrase on cue. This singsong finish leaves a remarkable ending to your speech.

7. Benediction :

You can extend kind gestures by giving blessings at the end of your speech.

“Godspeed and take care on your journey...”

8. Congratulatory :

Use a congratulatory remark as the final part of your speech. This congratulatory finish motivates the audience toward change or action.

“I salute all the individuals on their selfless plight...”

9. Demonstration :

Lastly, you can show some gestures or point to a prop to signal the closure of your speech.

For example, you can imitate the closure of a book with your hands and say, “Now concludes the final chapter...”

vote of thanks:

A vote of thanks is **a well-prepared speech given formally and publicly to thank the host, the organiser and other participants for their presence and contribution to an event.**

Giving a vote of thanks can feel intimidating at first, but we're here to make it easy. In your speech, you'll thank everyone who's helped make your event a success, such as the organizers or guest speakers. You'll typically give a vote of thanks at a public event, conference, or special occasion as the event is coming to a close. We'll walk you through all the steps to giving a fantastic vote of thanks. When your moment comes, you're going to do a fabulous job, so let's get started!

1.Opening Your Speech:

Address the audience with an opening line. One option is to start your speech with a quote about giving thanks that you find meaningful.[1] Alternatively, you can just greet your audience.[2] Really draw your audience into your vote of thanks by making them a part of it.

- “Maya Angelou said, ‘Be present in all things, and grateful for all things.’”
- “Good evening, distinguished guests.”
- “Rumi said, ‘Wear gratitude like a cloak, and it will feed every corner of your life.’”
- “First, I’d like to thank everyone for being here.”

Introduce yourself and your role. If you haven’t already given your name, now is a good time![3] Tell your audience you’ve been asked to give a vote of thanks, and in 1 or 2 sentences, explain your relation to the organization. You might also include your role in the event.

- “My name is Jane Doe, and I’m the chairman of the School Anti-Bullying Committee. It is my honor and privilege now to give a vote of thanks to all those who helped make this assembly happen.”
- “I’m Camille Harris, and I’m the organizer of today’s event. On behalf of the Oakville Food Bank, I have the honor of giving our vote of thanks today.

Acknowledge the organization that brought everyone together. Every person in the room is likely to have some affiliation with the overarching organization. Before you move into the body of your speech, it’s nice to start with gratitude toward your host.[4] Say 1 to 2 sentences about the event’s sponsor.

- “We would not be here without the hard work of the Anti-Bullying Committee.

Thank you to our volunteers for working so hard to make today happen.”

- “I’ll start by thanking the Oakville City Council for bringing us all together today.

Thanks to their generosity, this event has been made possible.”

2.Thanking People:

Identify the people you want to thank. This list usually consists of speakers, guests, participants, organizers, volunteers, and sponsors.[5] Before you deliver your speech, write down the people and groups you’ve mention so you don’t forget anyone. Everyone who helped wants to feel like they played an important part, so make them feel special.

- “I’ll like to thank the teachers for taking time away from their curriculum to allow students to hear this message. This assembly would be impossible without your support.”

- “I’d like to thank Mr. Gomez for speaking at tonight’s event, and I want to thank all of you for your contributions.”
- “Thank you to our guest speaker Dr. Wu for sharing her research on recycling and repurposing used materials. I’d also like to thank our event organizers for planning tonight’s dinner, and our volunteers for setting up and cleaning up after the event. Without them, tonight wouldn’t be possible.”

Be sincere and concise. You don’t have to gush to show your appreciation. Ironically, a long speech can turn off your audience—including the people you’re trying to thank. Keep your vote of thanks short and sweet to make a big impact.[6]

- Instead of, “Mr. Phillips, I cannot thank you enough for letting us use your room to practice. Your generosity and kindness toward our committee has been overwhelming, and we would be nothing without you,” try: “Mr. Phillips, our committee is so grateful to you for letting us use your classroom to practice when we had nowhere else.”

Call back to a specific moment from the event and respond to it. Show the guest speaker that you were actively listening by referencing something they said that stuck with you. In a few sentences, mention an idea a participant brought up and point out its relevance to the event’s overall themes.[7] If you can, talk to the speaker ahead of time to find out what points they’re going to make.[8]

- “Dr. Wu’s tips for befriending bullies really stuck out to me because it reminded me that our club’s goal is to spread kindness.”
- “Mr. Gomez’s comments about generosity really spoke to me. When we give, we truly create a community.”

3. Concluding Your Vote of Thanks:

Underscore your organization’s value. At the end of your speech, talk about what makes your organization special and give your audience something to think about.[9] Emphasize ways your group helps your community, or how your audience can get more involved. End your speech by giving the audience a positive view of your group.

- “I would like to thank everyone who helped our committee make this anti-bullying assembly a reality. We are trying to make our halls a safe, friendly space for all students who walk down them, and it’s events like these that help us achieve that.”
- “I’d like to extend my genuine thanks to all of you for helping our organization provide food to people in need. Without you, there’d be a lot more hungry bellies in our community.”

Thank everyone again. When you’re giving a speech, your conclusion should summarize your main points.[10] In this case, you’re thanking people for helping your event happen. As you wrap up, address the entire audience with a big “thank you” because they all came together to make the day a success.

- “Again, I’m grateful for each and every one of you.”
- “One last time, I’d like to express my appreciation to everyone who worked on this event.”
- “I’d like to end by thanking all of you one last time.”

Speak for about 2 to 4 minutes. Be concise in your vote of thanks, especially at the conclusion. It's the end of the event and your audience doesn't want to be kept waiting.

Be considerate of their time and limit what you say to what needs to be said.[11]

- “Thank you, everyone, for taking the time to be here today and for listening to me speak. I am so grateful for this opportunity. Have a great weekend!”
- “Thank you, everyone, for being here tonight.”

What is a Special Occasion Speech?

A special occasion speech is a speech given to commemorate someone or something. In other words, it is a speech written and given to celebrate, honor, remember, or memorialize someone or something.

Special Occasion Speech Definition

- Special occasion speeches are the type of speeches given to mark the significance of a specific event.
- The particular events include a wedding, a birthday party, graduation ceremony, funeral, farewell, award ceremony, etc.
- These speeches are brief and specific to the event. Some special occasion speeches are informative, and some might be inspirational.

Some special occasion speech ideas :

- Prepare a eulogy for a famous person and remind the audience about his accomplishments.
- Give a maid of honor toast at your best friend's wedding.
- Deliver an acceptance speech for winning an award.
- Present an employee of the year award.
- Give a roast when your best friend is leaving the organization.
- Deliver a keynote address at a company's annual convention.
- Deliver the best man speech to a wedding couple
- Deliver a commemorative speech to mark an essential milestone in graduates' lives.
- Give a good introduction to the new president of the United States.
- Prepare a farewell speech for your exit party.

Types of Special Occasion Speech

There are many events, and each event has a particular type of speech to be delivered. People show their gratitude, appreciation, and condolence through their speeches.

The list of special occasion speeches is grouped into two different categories:

1. Ceremonial Speaking
2. Inspirational Speaking

1. Ceremonial Speeches:

Ceremonial speeches are given at ceremonies by the observance of formality and decorum. The ceremonies are special occasions that people arrange to celebrate something. There are eight common types of ceremonial speaking. Let examine them one by one.

- **Speech of Introduction**

An introduction speech is a mini-speech given by the host of an event to introduce the upcoming speaker. This speech is very precise and short, given only to familiarize the audience with the speaker going to deliver a speech.

A good introduction speech could be like this:

“Have you watched Marrie Jhonson’s recent interview about depression? She has done tremendous research on the causes of depression and how the United States people deal with depression. You need to listen to her because she has some incredible facts to share about depression.”

This introduction has creatively introduced the speaker and her topic while making the audience interested in her speech.

- **Acceptance Speech:**

The speech of acceptance is given by a person who has just received an award, a prize, or an honor. The speaker usually starts by thanking everyone and ends with expressing appreciation. The speech of acceptance basically has three main components:

1. A special thanks to the prize or award giver.
2. Other special thanks to those who have helped in achieving the goal
3. The prize or the award needs to be put into perspective.

When you prepare for an acceptance speech, you need to think of the people you want to thank. List down their names in the order you want to thank them.

- **Presentation Speech:**

The presentation speech is given while presenting an award, prize, or honour. The basic purpose of the presentation speech is to recognize the person’s accomplishments about the honour or award.

These speeches provide the following components:

1. Highlights the award’s significance that is being given
2. Highlights the merits of the award recipient
3. Enhance the credibility of the award and the event by personalizing the speech

Have a look at the following presentation speech example and learn to make the award/prize and the person being honoured centre of the attention.

- **Dedication Speech:**

Speech of dedication is delivered to dedicate something to someone. It is usually given at an inauguration ceremony, a building named after someone, a new shop opens, and so on. The dedication speeches are intended to highlight the importance of a project and to whom it has been dedicated. When preparing for a dedication speech, you need to consider the following factors:

- How you are involved in the dedication
- Explain what is being dedicated

- Explain who was involved in the project
- Explain the importance of the project

- **Toast:**

A toast is a kind of brief tribute to a particular person or a specific event. It is designed to appreciate and congratulate the people being toasted. It allows the speaker to recognize the person's achievements and give the best wishes for the future.

While delivering a toast, keep these key points in mind:

- Keep it brief and specific to the event.
- Focus attention on the person being toasted
- Avoid any inside joke which is not accessible to all of the audience as toasts are public.
- End the toast by praising the person being toasted

- **Roast:**

A roast is an interesting and funny speech because it is designed to praise and humorously insult the person being toasted. It is usually delivered at the end of a banquet to honor a person's life achievements

Follow these tips to write an interesting toast:

- Think about the person who is being roasted.
- Look for any amusing story or a strange habit of the person being roasted.
- Poke fun at them but avoid massacre the specific person.
- Avoid the things that are truly private or might hurt the specific person's emotions.
- Choose the jokes and stories that work best with all of the audience.
- Make your speech as humorous as possible.
- Leave with a positive note and appreciate the person.

Make sure you follow all these tips so that you can easily write an amazing toast.

- **Eulogy:**

A eulogy speech is a special occasion speech given in honor of a person who has died. It is delivered to pay tribute to the departed soul. It is given by the priest, imam, or any other religious leader.

When preparing a eulogy, the speaker needs to do the following things:

- Get a lot of information about the departed soul. It will help to personalize the eulogy.
- Remind the audience about the deceased person and his/her life achievements
- Tell the deceased's story.
- Celebrate the deceased's life and mourn their death

- **Farewell Speech:**

It allows you to say goodbye to a current part of your life as you are moving to another part. The speeches are very common at college and university farewell parties. The graduating class says farewell to the institute as they are moving forward.

- The goal of the farewell speech is to thank and appreciate the people who are currently a part of your life. As you move forward to the next position, pay tribute to the people who have helped you achieve your goals. A farewell speech gives you a chance to commemorate and remember the good times you have had.

- **After Dinner Speech:**

After-dinner speech is directed toward a specific group. It aims to entertain yet inform the audience about a particular issue. They are quite tricky because of their dual role, but with practice, anyone can deliver an effective speech.

As the name suggests, these speeches are delivered at dinners after when they are done. A dinner speaker makes a serious point by efficiently using humor to make a significant mark on the audience and occasion.

2. Inspirational Speaking:

The goal of the inspirational speech is to inspire the audience to believe something or act upon something. It aims to inspire the audience to take a particular action regarding personal or professional growth.

There are two types of inspirational speeches. Let review each of them.

- **Goodwill Speech:**

Goodwill speeches are delivered to build a goodwill relationship with the audience. These speeches seek to introduce an entity or a person to another group, organization, or country. These speeches are informative as well as persuasive in nature.

There are three types of goodwill speeches:

- 1) Public Relations Speech - intended to enhance the speaker's or the organization's image.
- 2) Justification Speech - attempts to defend why a particular action has taken or will be taken.
- 3) Speech of Apology - given to accept the mistake, apologize, and ask the audience for forgiveness.

All of the goodwill speeches not just inform the audience but attempt to persuade them at the same time.

- **Commemorative Speech:**

Commencement or commemorative speeches are usually given at graduation ceremonies during which the degrees are being awarded to the students. It is a kind of celebration that marks an important milestone in graduates' lives. It is usually given by a well-known person who is recognized by many i.e. the president of the country.

The commemorative speech has these basic components:

1. Highlight the importance of the day in the graduates' lives.
2. Count the accomplishments of the graduating class.
3. Gives best wishes for the future endeavor.
4. Put the light on future goals.

Here we have a good commemorative speech example for you.

How to Write a Special Occasion Speech?

It is a well-known fact that there is no universal recipe for writing a perfect special occasion speech, yet we want to provide you with the basic process that keeps you inspired. Here is the step by step process of writing a special occasion speech:

1. Special Occasion Speech Outline:

The special occasion speech outline is the same for all types of speeches. It has three main components: introduction, body, and conclusion. The outline is the same for every type of speech; the difference is the content it contains.

2. Consider the Special Occasion:

As there are eight basic types of special occasion speeches, you need to consider the occasion for which you are preparing your speech. Each type of speech contains different content that is specific to the event.

3. Special Occasion Speech Introduction:

No matter what type of special occasion speech you are giving, the introduction needs to be compelling enough that grabs the audience's attention immediately. Below are the steps you can follow to write the introduction:

- Grab the audience's attention by telling some interesting facts specific to the event you are delivering a speech for.
- A thesis statement tells the main purpose of your speech.
- Preview the key points of your speech and transition to the body section

4. Special Occasion Speech Body:

In the body section, you are allowed to talk about the topic in detail. Present the supporting evidence that enhances the credibility of your thesis statement. Share all the necessary information required to convey the complete message.

The body section could be longer, and it could be short. It all depends on the type of speech you are giving and the time you get to deliver your speech's content.

5. Special Occasion Speech Conclusion:

The conclusion is where you wrap things up. Summarize all of your main points here and close the speech with a compelling message.

Theme of Speech

The central topic of a speech, discourse, sermon, essay, or other literary work. One of the Novel's themes was the power of hope. The need for change was the major theme of the Candidate's speech.

Theme speeches can be recurring viewpoints, ideas, principals, personal interests, scientific issues, objects, history stories, or school course subjects, etc

How much of my time does theme speech planning require?

It's really up to you. It can take as little as 30 minutes or more. It depends on what materials you choose to use, and how concise or lengthy the materials. Most of your time is spent in the

first part of preparation, which is identifying what resource to use. Then you want to organize your speeches according to each project.

You have just created:

- More practice time
- Eliminated a stumbling block
- Build familiarity with a topic
- Continued your speaking momentum

2. Have fun with theme speech planning!

How can you prepare to do theme speeches?

You can prepare all ten speeches at one time or you can prepare two at a time. I would suggest that you prepare at least two speeches. That way you always have a pocket speech prepared just in case you are called on to be a speaker. To make this task simpler, use the following as resources to find your own themes:

- Internet
- College Course Books
- Self Help Books
- Books on Tape
- Newspapers
- Magazines (such as health, medical, etc.)
- Biographies
- Kids
- Parents
- Co-workers
- Holiday

Why your speech should have a theme too

What you may not realise is that themes are also an excellent tool use when writing your speech. Most of the speeches I help my clients develop have a clear theme. Here's why:

A theme provides much-needed structure

How many times have you heard a speech to on and on, almost like a stream consciousness monologue? Probably too many to count. This is likely because the speech giver didn't take the time to organise his thoughts in an easy to understand manner. As a result, you're left wondering exactly what this person is trying to communicate. A theme can provide a clear structure to the speech, making it easier for the speech giver to present his thoughts and ideas. I often recommended that the theme be weaved throughout the speech from beginning to end. You don't want to go over board with this, but tying into the theme throughout can provide the framework that so many of today's speeches are lacking.

It helps tell a more compelling story.

Having a thematic speech allows you to be a more effective storyteller. When you have an overarching message, its easier to use that as a spring board to share compelling information and anecdotes. Maybe your child is passionate about basketball and you build a speech around the rules of the game are the "ones shining moment " song that is played very year during the NCAA tournament. Maybe your child loves Disney and you describe how she has traits of the various princesses. The trick is to use the theme to paint a picture of who your child is and what

makes them unique. The theme of your party could be a spring board for this or the theme could be something completely different.

A theme helps make your words stand out.

One of the biggest challenges with special occasion speeches is that they start to sound alike after awhile. They tend to follow a similar “cookie cutter” pattern and as a result, nothing truly stands out. With a theme, you can add an element of interest or even surprise that may be more difficult to achieve with a more traditional approach. The goal is to leave your guest knowing more about your child than they new before and selecting a solid thing can be a great way to present that information.

A theme can faster a greater connection with your audience.

A clever or meaningful theme may resonate more strongly with your audience than a speech that is more straightforward. Many times, audiences aren’t expecting a thematic approach and they are more apt to really pay attention to what you’re saying when it’s presented in a compelling way.

Coming up with the right theme can be challenging. But when you find it, you will be surprised at what a meaningful impact it can make on your guests and most importantly, your child.

Audio-Visual Aids

Introduction

Audio-Visual aids are also referred to as educational material. Audio means that “hearing” and “visual” means seeing. All such aids that endeavor to create things clear to us through our senses are referred to as “Audio-Visual Aids” or educational Materials. These learning materials create educational things as real as potential and provide us primary data through the organs of hearing and seeing.

Therefore, any device which may be won to create the educational expertise a lot of concrete, effective, realistic, and dynamic are often thought of as audio visual material

Audio-Visual Aids:

Definition:

According to Burton: “These are sensory objectives, and pictures stimulate stress on the educational method.

According to Carter V Good: “Audio visual aids are those ads that facilitate in finishing the triangular method of learning that classification and stimulation

Characteristics of a Smart Audio-Visual Aid:

There are some options; their worth depends upon the extent to that they assist in achieving the subsequent characteristics; these are mentioned underneath the subsequent heads are :

Relevancy: The aid should be relevant to the construct that has to be developed. A really necessary life is the extent to which any help is directly associated with the understanding of

the topic matter, a visible aid might be correct to the simplest details, comprehensible and fascinating.

E.g., Use of a Flipchart to justify diet.

Accuracy:

It is vital to create the audio visual aids correctly. The aids should be correct in form and size.

Interest:

Almost all the topics are often tutored with the assistance of audio visual materials. As a result, it creates interest through visuals, copy, footage, etc. It makes robust subject material fascinating, appealing, and charming

Understandability:

Audio visual aids ought to relate the new expertise with past expertise ought to be inside the comprehension of the scholar's World Health Organization are to use it. It ought to one with the previous data, so as to create teaching a lot of erection

Motivation:

Audio visual aids ought to encourage learners by overcoming the educational. They must promote the learning of most scholars.

Audio-Visual Aids: Classification

Audio visual aids classification is based on the idea of sensory experience; relatives derive learning, chiefly through direct sensory contact. Keeping this seeable, these are often classified into three main groups:

Audio Aids: These embody Radio, Tape-recorder, Audio electronic equipment, Language laboratory, etc.

Visual Aids: It includes charts, Black and Whiteboard, Maps, Pictures, Models, textbooks, a projector, Transparency, Flash-cards, Print materials, etc.

Audio-Visual Aids: Includes LCD projector, projector, TV, Computer, VCD player, Virtual schoolroom, Multimedia, etc.

Audio-Visual Aids: Advantages

- **To Challenge the Attention of the Pupils**

The teacher who uses devices can usually see that the attention of the whole classroom is on the lesson and that they should not be distracted.

- **To Stimulate Imagination and Develop the Mental Imagery**

Devices stimulate and increase the imagination of the pupils. Intellectual imagery can be used as a vehicle of thought and as a means of clarifying ideas and concepts. As imagination plays a vital role in any innovation and any learning, almost all the innovations are in the form of imagination, and they evolved to be theories and principles.

- **To Facilitate the Understanding of the Pupils**

The most widely acknowledged use of aids, whether visual or audio-visual, is useful in aiding understanding. As we learn everything and anything after understanding otherwise, there can be any learning without understanding. Language learning can be acquired by using models, filmstrips, movies, and pictorial material to supplement textbooks and printed materials. Material devices give significance, importance, colour and imagery body to the idea presented by the instructor.

- **To Provide Incentives for Action**

The use of devices in education, such as pictures and objects, will arouse emotion and incite the individual to act or learn. The teacher must select the right kind of device to excite the students to a worthwhile intellectual activity during the class.

- **To Develop the Ability to Listen**

The ability to listen can be developed best through the use of audio-visual materials. It is also the responsibility of the schools, colleges, and other educational institutions, to provide training for our students to be good listeners first.

Audio-Visual Aids: Disadvantages:

- Technical Problems
- Student distraction
- Expenses
- Time
- Space
- Convenience

Conclusion:

Audio visuals aids play a vital role in the retention of the topic matter or a protracted amount of your time. Most of the topics within the numerous subjects are often coated by audio-visual aids. This is the explanation that electronic equipment day category space is shifted from black boards to good boards and projectors. It's a production variety of communication using sound and lightweight effects. Not all folks are visual or sense modality learners, the mixture of sunshine and sound promotes and reinforces this retention and permits the audience to hook up with the complete message.

PRESENTATIONS

Definitions:

- An activity in which someone shows, describes, or explains something to a group of people.
- A talk giving information about something.
- Presentations are typically demonstrations, introductions, lecture, or speech meant to inform, persuade, inspire, motivate, build goodwill, or present a new idea/product. Presentations usually require preparation, organisation, event planning, writing, use of visual aids, dealing with stress, and answering questions.

Key Takeaways:

- Presentation skills are important in the work place because they can be used for meetings, interviews, conferences.
- Presentation skills include research, organisation, and adaptability.
- Practice as much as possible before a presentation so that it becomes muscle memory, however, to engage the audience, be flexible with your presentation's performance.
- Good presentations are informative, engaging, and precise.

5 Different Types of Presentations:

Presentations can be presented for different purposes. Before presenting a presentation, it is necessary that you have a clear idea regarding the purpose of the presentation.

Below is an overview of some of the 5 most common types of presentations:

1. Informative :

You might need to create an informative presentation to explain important details tied to a topic before an audience. This type of presentation might be brief, with essential information. Such a presentation is usually based on facts and avoids too many complicated details and assumptions.

Examples: class lectures, research findings, technical information, results from experiments, etc.

2. Persuasive:

A persuasive presentation is geared towards convincing the audience to believe a specific point of view. Such a presentation might conclude with a call to action.

Examples: product demos, sales pitch, investor pitch, presentations on social issues, debates, etc.

3. Instructional:

Such a presentation might be provide an audience with instructions, such as regarding a process, or the use of a product. Such presentations are usually longer, as they require demonstrations and detailed explanation of each aspect of the topic.

Examples: Tutorials for using a software, device or machine, employee orientation presentations, explanation of a course syllabus, etc.

4. Arousing:

This type of presentation is meant to make the audience think about a certain topic. This can be to appeal to the intellect and emotions of the audience to point them towards a certain point of view or to start a social debate.

Examples: Religious speech, presentation about a taboo, motivational presentation, etc.

5. Decision Making:

Some presentaitons are conducted with the sole aim of providing facts and figures to help the auience reach a decision. This might include a business presentation about say, market share, profits, project revenue and market competition; so that the board members might be able to decide a future course of action for the company.

Examples: Business meetings, presentation about legislation and laws, a SWOT analysis presentation etc.

6 . DIFFERENT TYPES OF PRESENTATIONS

Presentations should be as unique as your business and information you're trying to present. However, there are certain types of presentations that are common across industries and teams. Before you worry about which slides to include or how to organise your information you will need to determine which type of presentation is best for your audience.

To figure this out, ask yourself : Are you entertaining or informing?

Are you speaking to colleagues, investors, or potential customers?

Asking this questions will help you choose the type of presentation that supports you best. Beautiful is here to make this even easier with a description of different types of presentations to help you choose.

Informative Presentations:

An informative presentation is educational, concise, and to the point. While other presentations

may entertain or inspire, the main goal of an informative presentation is to share information.

A good example of an informative presentation is a human resources benefits presentation. Human resources needs to explain what benefits employees receive, how benefits work, which important dates employees need to remember, where employees can find more information, and so on.

An HR benefits presentation for new hires (or any informational presentation) should be short, straightforward, and easy to understand so that new employees will remember the information they're given.

Instructive Presentations:

A presentation that teaches something is similar to an informative presentation, but it goes beyond sharing facts. It also instructs the audience on a specific topic. People attend or view an instructive presentation with the intention to learn, and they leave with a better understanding of the topic of the presentation.

There are many examples of instructive presentations. Workshops, training sessions, or webinars teach audiences a new skill or procedure by offering specific information or instructions. Explaining new policies to a company is another type of instructive presentation. For example, an HR benefits presentation for new employees may be informative, but a presentation for existing employees about policy changes might lean more towards instructive, especially if employees have to take action or need to ask questions.

Persuasive Presentations:

Many presentations hope to sell something or persuade the audience to take certain actions. Persuasive presentations often present a problem and explain their solution using data. Examples of persuasive presentations include business pitches or sales proposals.

For example, a startup company looking for initial funding may need a startup pitch deck or a Series A presentation to convince investors to back their idea. A startup pitch deck would explain a problem in the market, how their startup will solve that problem, and how they'll monetize their business. A Series A presentation can help a startup secure more rounds of funding to grow their company and pursue further goals.

Motivational Presentations:

One of the most prominent examples of inspiring presentations? TED Talks. Many motivational speakers use TED Talks to inspire people to think or change their behaviour.

Motivational presentations in the business world may not be as dramatic or life-changing as a TED Talk, but they still aim to generate interest or gain an audience's approval. A company overview presentation is a good example of a motivational presentation. It may present the information of a company — how it was founded, who is leading it, what the company does — but more importantly, it tells the company's story.

A company overview presentation connects with the audience. A manager may use it to boost

morale at a team meeting. Or an executive may present a company overview to convince potential customers or investors to work with them. Or, an HR rep may use it to make new hires feel welcome and excited to join the company.

Decision-making Presentations:

A presentation that shares a problem, solution options, and their outcomes can help speed along the process. Decision making presentations might be found in business meetings, government meetings, or all-hands meetings.

For example, let's say a company wants to improve engagement on their social media channels. There are many ways they might achieve their goal, including hosting giveaways, dedicating more resources to creating Facebook posts or Instagram stories, and researching their audience or competitors to see how they can improve. A marketing campaign plan template for a presentation would keep details of the problem, different options, and possible outcomes organized in one place. It would inform and guide everyone involved in the meeting, helping them make informed decisions on how to move forward.

Progress Presentations:

Imagine our hypothetical company decided on a marketing strategy to meet their goals. Now that they have a campaign in place, they need to report on the progress of said campaign. This sixth presentation type shares status updates, progress towards deadlines, collected data so far, any obstacles popping up, and tasks that need to be added or adjusted.

A team stand up presentation is a great example of this type of presentation. Team stand up presentations usually include an agenda, talking points, deliverable updates, discussion topics, and time for questions at the end. This presentation keeps everyone organized and focused, ensuring that everyone is still on the same page and working towards the same end goal.

Types of Presentation Skills:

Being a skilled presenter requires a constellation of hard and soft skills. As you read through this list, think about where you're naturally strong and where you could do with some improvement:

1. Research:

The first step of any successful presentation is the research and preparation phase. First and foremost, you have to become an expert on the content you hope to deliver. It's also essential to research your audience to know which information is most pertinent for them.

2. Planning:

Once you've completed your research, it's time to develop a plan. During this phase, you'll prioritize which information gets put front-and-center, and which is less vital for your ultimate goal.

Before you start drafting your presentation, it's crucial to keep your goal at the forefront: what do you want the audience to do after listening to your presentation?

Whether it's convincing a client to purchase a service, landing your dream job, or getting

a few laughs at a wedding, your presentation's goal should always be central in your plan.

3. Organization:

Audiences prefer presentations that are well-thought-out and delivered in a logical order. Before you even step foot in the room, you should know what you need to do to set up, have all your notes in order, and be aware of your allotted time.

You should also always arrive early for a presentation, so you can organize anything that needs organizing before you start. That way, you won't kick off your presentation futzing with wires while your audience starts drifting to their phones.

4. Verbal communication:

No surprises here, verbal communication skills are downright essential for an effective presentation. Even if you have very rigid notes to follow, being quick on your feet to answer questions or alter your content for the audience's benefit will serve you well during presentations.

5. Nonverbal communication:

Good body language means standing up straight, not fidgeting too much, and maintaining eye contact with your audience members.

Additionally, your inflection, pace, and energy are all elements of nonverbal communication. Adjust these according to your audience (through research or in real-time), and you'll be a more effective presenter.

6. Public speaking:

Some people get nervous just thinking about speaking publicly. There's nothing wrong with that, but it is crucial to keep your nerves under wraps for delivering the most effective presentation possible. Audiences are less likely to trust presenters who don't appear confident.

7. Memorization:

We've all seen presentations where the presenter is just reading directly off his Powerpoint slides – we don't need to tell you that those presentations are unequivocally bad. It's fine to have notes as a reference, but the more time you can spend looking at your audience rather than the sheet in front of you, the better.

8. Writing:

Being a good writer will help keep your presentation organized and give a boost to your credibility. Before you can commit your content to memory, you need to develop that content.

9. Story-telling:

Not all presentations require story-telling, but it can be a very effective method of grabbing your listeners' attention. It can be a hypothetical story that presents a question or problem, a real story that leads into your main argument, or a story that continues throughout to illustrate the duller facts your presentation covers.

While we tend to associate story-telling with more informal presentations (like a maid of honor's toast), it can be equally effective in a professional setting.

10. Rhetorical skills:

Rhetoric is all about persuasion: how are your words going to induce action from the listener(s)? Rhetorical appeals are classified under three headings: ethos, logos, and pathos.

Ethos establishes credibility in the speaker and trust in the listeners through confident delivery and expert testimony. Logos covers your presentation's logical thrust through statistics, models, comparisons, analogies, etc. Pathos is your presentation's emotional appeal, supported by vivid language and stories that promote certain values.

Every presentation will contain some element(s) of these rhetorical appeals, but the weight each gets depends on the situation.

11. Active listening:

Pay attention to which parts of your presentation are grabbing listeners and which are falling flat. If your audience's eyes start glazing over or phones start coming out, you know you're losing them.

Additionally, some presentations have a Q+A segment, so be ready to shut up for a second and give your full attention to each question.

12. Adaptability:

Like the above point, being able to adapt on the fly sets top-tier presenters apart from merely good ones. For instance, if you can tell your presentation isn't working, you can open up the floor and ask for questions as a way of determining your audience's priorities.

Using the ample research you conducted, you can start steering the presentation towards areas of genuine interest.

13. Delivery:

We bet you've heard some of the same Dad jokes multiple times in your life. Sometimes they're hilarious, and sometimes they induce an eye-roll. The difference? Delivery. Pace, timing, tone, and enunciation/inflection are all important elements of good delivery.

It's a tough thing to practice, but if you've got an anecdote to share in your presentation, maybe try it out on a few people beforehand using different delivery methods and see which works best.

14. Technical skills:

All right, you're all set with the perfect presentation, you walk into the room, and the A/V set up isn't what you were expecting. Well, if you followed our advice above, you showed up a bit early and had time to fix it.

Either way, being handy with different presentation software and just generally technologically-literate will lessen the stress associated with technical difficulties.

15. Analysis:

Phew, your presentation is done. Time to forget about presenting until the next one comes up, right? No siree – now is the time for you to take a step back and evaluate your performance.

What went well, where could you improve, and how did the audience respond? If you want to improve as a presenter, you must be continually tracking your strengths and weaknesses.

How to Improve Your Presentation Skills:

- **Watch and learn:**

You've seen presentations before, but to prepare for your own, try watching presentations to learn what works and what doesn't. If you're presenting at a conference, attend other presentations and pay attention to how the audience responds. Your audience probably won't be much different.

Alternatively, you could watch TED presentations and pick up tricks from the best in the business.

- **Practice:**

Practice makes perfect, as the saying goes. Rehearse what you want to say, either on your own or with an audience of friends. You can even record yourself speaking and pinpoint weak areas and strengths. The more you perform your presentation, the more comfortable you'll be delivering the real thing.

- **Visualize success:**

What speakers often forget is that audiences want you to do well. They're there (more or less) of their own volition, and they want to hear what you have to say. Take that nervousness you're feeling and transform it into excitement.

Athletes don't visualize themselves missing shots or losing games, so why should you picture your presentation bombing? Think about how awesome you're going to do, and you'll do better.

- **Exercise/drink water beforehand:**

The human body responds to stressful situations with a whole host of unwelcome physical side effects. If you stay hydrated and get some light exercise in beforehand, you'll flush the adrenaline and cortisol (stress hormones) right out of your body.

- **Adopt a power stance and smile:**

Just as exercise and hydration help keep your body regulated, so does powerful body language. Standing straight with shoulders squared and a smile on your face, and your body will be tricked into thinking you're in a confident and commanding position.

- **Engage your audience:**

The best presenters are also first-class entertainers. Don't go overboard and start practicing your comedy routine, but lightening the mood with a joke or two can go a long way. Be sure to greet your audience enthusiastically.

Additionally, you can get the audience involved with call-and-responds by asking for questions and posing your questions.

- **Don't get defensive if you're stumped:**

There might be moments when an audience member asks a question, and you don't have an answer. Don't try to equivocate or dodge the question because people will see what you're doing. It's okay not to know everything, but pretending you do will only deteriorate your listeners' faith in you.

- **Keep it concise:**

People won't be upset if you wrap up earlier than expected, but they might be a little peeved if you start running over your allotted time. Cut irrelevant information, and your audience will thank you.

- **Take your time:**

All right, so we just suggested keeping things short, and now we're telling you to take your time. What gives? Well, you should always include a bit of padding into your presentation. For example, if your presentation is meant to be a half-hour, try to get it down to 25 minutes, so you have some wiggle room.

That way, you won't feel rushed to get through your material. You can take pauses, slow down your speech, and add emphasis when appropriate.

Unit-5

Job Letter

Job letter is a letter written by the job applicant to the employer with detail information and qualification of the applicant for the post intended to peruse the employer for providing the post to him.



Types of Job Letter



Solicited

→ is written in response to an advertisement...



Un-solicited

→ is written at the initiative of the applicant to an organization that has no advertised vacancy...





Application Included Resume:

**All information about
qualifications,
experience, and personal
details are given... within
Cover Letter!**

Date: 29th August, 2008

The
Director HRD
American Bank Ltd.
Head Office
48/A, Northern Street, California.

Subject: Application for the post of a Senior Executive.

Sir/Madam,

In response to your advertisement published in "The Daily Voice" on 26 August, 2008, I would like to offer myself as a candidate for a Senior Executive. My particular and essential information for your kind consideration.

Name : John McClain
Address : House 14, 12 North Street, California 12432.
Religion : Christian
Date of Birth: 11th February, 1982
Phone No : 01243657872
E-mail : john_ca@aol.com

Educational Qualification:

A Level : Score is 3.6 in Business Studies (North Town School)
Hon's : Score is 3.5 in Finance (California University)
MBA : Score is 3.4 in MIS (Limbokwin University, UK)

Experiences:

2004-2006 in ITS Development Board as a Trainer of Business Application Modules.
2006-2008 in United Insurance Company Ltd. as a Junior Financial officer.

Reference:

Johan Smiths
Co-Director of United insurance Co. Ltd
Contact No: 0134256739

I therefore hope that you will give the opportunity to face the interview and I believe that if I am employed, I will able to show my competence.

Yours Sincerely,
J. McClain
Mr. John McClain



Cover Letter attached with Separate Resume:

It has **Two** parts:

- **Covering Letter**, contains the brief of Interest about the Job, reference of advertisement & brief information about job seeker...
- **Resume**, contains the broad information about the applicant. Personal, Educational, Experience, Other Interest and Activities, Reference – Information are Added with it...



Date: 29th August, 2008

The
Director HRD
American Bank Ltd.
Head Office
48/A, Northern Street, California

Subject: Application for the post of a Senior Executive.

Sir/Madam,

In response to your advertisement published in "The Daily Voice" on 26 August, 2008. I would like to offer myself as a candidate for a Senior Executive. I heard about my work and responsibility for this job, and I am very hopeful. It could be helpful for my next future. And I am much skilled for financial planning, management, computer applications. And this job helps me to share my experience too, if you favor me with an opportunity. I shall spare no pains to serve you up to your satisfaction. My particular and essential are enclosed with for your kind consideration.

I therefore hope that you will give the opportunity to face the interview and I believe that if I am employed, I will be able to show my competence.

Yours Sincerely,
F. McClain
Mr. John McClain

CURRICULUM VITAE

Dr.
John McClain
Mobile: 01123761702

Objectives:

To obtain a responsible and challenging position in a local or multinational organization that will take advantage of my knowledge and education and offer the opportunity of advancement.

Self Analysis:

- Strong motivation and commitment for work.
- Endeavour to work for long hours and under pressure.
- Ability to work independently as well as a team member.

Educational Attainment:

- BBA (Major in Accounting & Information Systems)
Result: CGPA 3.21 (out of 4.00)
Passing Year: 2003 (held in December 2003)
University of Rajshahi
- BBA (Major in Accounting & Information Systems)
Result: CGPA 3.23 (out of 4.00)
Passing year: 2003 (held in 2003)
University of Rajshahi
- Higher Secondary Certificate (H.S.C.)
Jenabai College, Barisal, Jharkhand
Group: Commerce, Result: 3rd Division
Passing year: 1999
- Secondary School Certificate (S.S.C.)
Examination: 11, Secondary School, Barisal, Jharkhand
Group: Science, Result: 1st Division
Passing Year: 1997

Personal details:

Name: Bipul Kumar Kundu
Father's Name: Bipul Chandra Kundu
Mother's Name: Ananta Devi Kundu
Date of Birth: 04 November 1982
Height: 1'7"
Living address: C/O Mr. Bipul Kundu
Flat No. 6/4
Bijaypur, Chittagong
S. Rajshahi, Bangladesh
Phone: 01123761702
E-mail: bipulku@yahoo.com

Permanent address: 110/1, Barisal, P.O. Barisal,
P.S. - Rajshahi, Dist. - Rajshahi

Nationality: Bangla
Religion: Hindu
Nationality: Bangladesh

Others Proficiency:

Language: Bangla (Mother), English (Good)

Computer: MS Office, e-mail & Internet

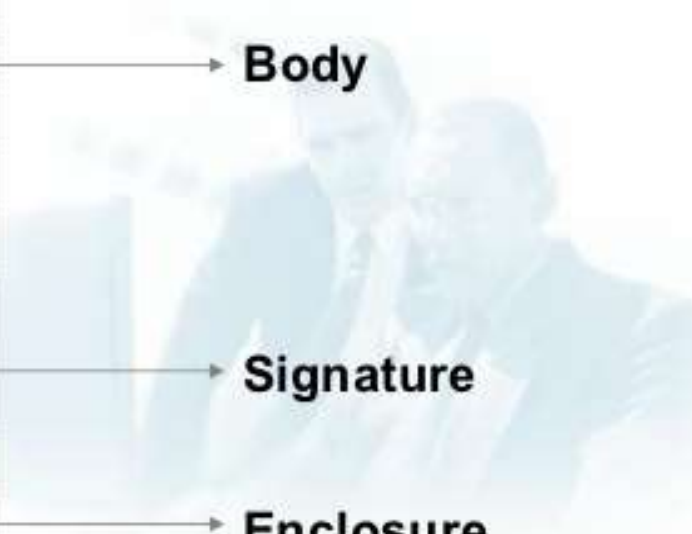
Reference:

(1)
Honorable Kumar Kamalakar
Assistant Professor
Department of Statistics
University of Rajshahi
Cell: 01711237617

(2)
Prof. Dr. Atinay Chandra Kundu
Department of
Accounting & Information Systems
University of Rajshahi
Cell: 01711237617

Contents of a Job Application

Date: 29 th August, 2008	→	Date
The Director HRD American Bank Ltd. Head Office 48/A, Northern Street, California-13432	→	Inside Address
Subject: <u>Application for the post of a Senior Executive.</u>	→	Subject Line
Sir,	→	Salutation
In response to your advertisement published in "The Daily Voice" on 26 August, 2008. I would like to offer myself as a candidate for a Senior Executive. I heard about my work and responsibility for this job, and I am very hopeful. It could be helpful for my next future. And I am much skilled for financial planning, management, and computer. And this job helps me to share my experience too, if you favor me with an opportunity. I shall spare no pains to serve you up to your satisfaction. My particular and essential information are enclosed for your kind consideration. I therefore hope that you will give the opportunity to face the interview and I believe that if I am employed, I will be able to show my competence.	→	Body
Yours Sincerely, <i>J. John McClain</i> Mr. John McClain	→	Signature
Enclosure: Resume	→	Enclosure



- **Date:** The date are written at the top of the letter flush with left margin.
- **Inside address:** The name and address of the employer is usually placed at the left hand corner two spaces below the level of date. Example:

The Personnel Manager
Bangladesh Steel Mills Ltd.
Dhaka-1200
- **Subject line:** Subject line Indicate the position that an applicant want to apply.
- **Salutation:** Usually, “Dear Sir/Dear Sirs” are used in application letters addressed to business organizations, but for a Government job. “Sir” is preferable when addressing a government officer.

- **Body:** The body of the application letter consists of three parts: the beginning, middles and ending. An application letter being persuasive in nature, used the following sequence:
 1. Draw Attention
 2. Introduces Qualification
 3. Present Evidence
 4. Motivates favorable response
- **Signature:** The name of the applicant should be distinctly typed below the signature.
- **Enclosure:** The documents sent with the application letter should be indicated either by the number of the documents or by the specific items enclosed against the notation.

Resume

Resume is document contained the information of a job applicant about his/her personal, educational, training, experience, reference and others related the position applied for in an organization.



Contents of a Resume

1 **Heading, Photograph:**

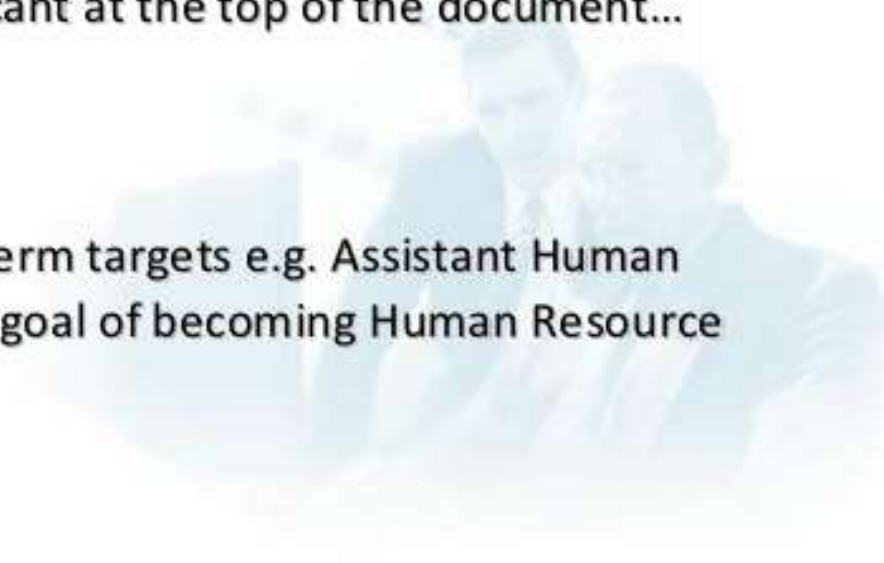
Heading is very much important in writing a CV, The heading should be written in the middle and on the top... with a Photo enclosed on right side.

2 **Identifying information:**

Complete name, address (both temporary & permanent) phone no. (If any), and e-mail address of the applicant at the top of the document...

3 **Career objectives:**

Statement of the immediate & long term targets e.g. Assistant Human Resource Manager with the ultimate goal of becoming Human Resource Vice president.



4 Educational information:

Making a list of information relating to academic degrees earned, institutions granting the degrees with locations, dates of degrees awarded, GPA and academic honors...

5 Experience:

Descriptions of the names & locations of the present designation, total length of present service, dates of employment with a stress on those duties & skills those are transferable to the new position.

6 Honors, awards, and achievements:

Honors, awards and achievements do not compensate for work experience, but they act as recognition for outstanding work. In this category the following kinds of entries may be included:

- Fellowship & scholarships.
- Awards given by professional associations.
- Important awards given by civic groups & many more.

7 **Language and computer skills:**

If the applicant has some skills on foreign language or computer, he has to mention it in the CV. Here the proficiency level is an important indicator.

8 **Extra curricular activities / interest:**

If the applicant has some skills about other extra curricular activities, he can mention it here, like he can sing, write stories... etc

9 **References:**

Statements of names, addresses & telephone numbers of people who can provide information about the applicant at the end of the resume.

10 **Signature:**

At last the applicant has to Sign his name in resume...

SAMPLE

Resume

of
Mr. Rubayat Rajeev

Phone No: 01717337425

E-mail: Rubayat_rajeev@yahoo.com



Objective: To share the knowledge gained through academic studies and working with the others and to work in an environment of intellectual excellence where there is opportunity to show individual as well as team competence and a scope of evolution based on performance. I also would like to work in a challenging situation.

Personal Information:

Name: Rubayat Rajeev
 Father's Name: M. Farid Uddin
 Mother's Name: Mousoomi Akter
 Mailing Address: 125/7, Satter Biswas Road, Sonadanga, Khulna-9000
 Date of Birth: 11th December, 1988
 Nationality: Bangladeshi
 Religion: Islam (Muslim)
 Marital Status: Single

Educational Qualification:

Name of Certificate	Institutions	Groups	Year of Passing	GPA
RMBA	Northern University Bangladesh	Marketing	2015	3.25
BBA	Northern University Bangladesh	MIS	2012	3.50
HSC	Govt. M. M. City College, Khulna	Commerce	2006	4.00
SSC	Khulna Zilla School, Khulna	Business Studies	2004	4.94

Experience:

Name of Institution	Duration	Salary Structure
Akij Group of Company	2016-2018	TK. 24000.00
Bank Asia	2018-2019	TK. 26000.00

Training:

Do	Duration Year	Topic
BIBM	2012-2013	Management and Marketing
ICMAB	2014-2015	Management

Computer Literacy:

Name of the Program	Proficiency Level		
	Satisfactory	Good	Excellent
MS. Word	-	-	✓
MS. Excel	-	-	✓
MS. Access	-	✓	-
MS. Power Point	-	-	✓
Internet	-	-	✓

Language Proficiency:

Name of the Language	Proficiency Level		
	Speaking	Reading	Writing
Bangla	✓	✓	✓
English	✓	✓	✓
Hindi	✓	-	-

Extra Quality: Driving, Singing, Debating and Others.

Hobby: Reading News paper, Watching Television, Enjoying Songs etc.

Reference:

Name of Reference	Designation	Phone
Mr. Obaidul Kader	Managing Director	0828348787

SIGNATURE:

Rubayat Rajeev

Interview / Recruitment test Letter

In response to the job application of the applicant the employer invites the applicant for face an interview or written test to be selected for the position applied.



Content of an Interview / Recruitment test Letter

February 16, 2009

Date

2A-24, United Street
North town, California-21008

Inside Address

Dear Mr. John McClain

Salutation

Thank you for your application of January 5, 2009 for the position of a Senior Executive in our company. We appreciate your interest to join our company.

Will you please see us for an interview in the office of the Director of Human Resources at 10:30AM on February 25, 2009?

Time, Date & Place of Interview Test

You are also requested to bring with you original testimonial and certificates along with this letter.

Required Documents & Instrument

You can not bring any mobile phone or cell phone with you.

Restrictions (if any)

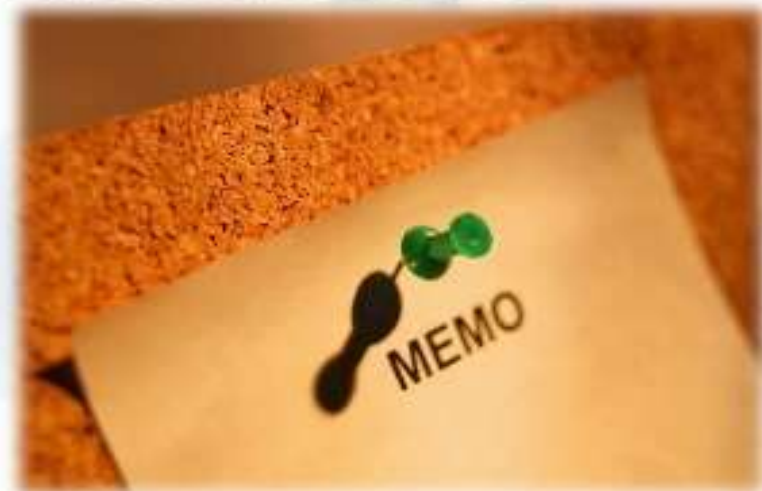
No T.A. or D.A. will be paid on account of the aforesaid interview.

Information regarding the payment for interview

Yours Faithfully,
Mr. Michel Robert
Information Division, HRD

Memorandum

Memorandum or memo is written form of communication which is used for internal communication among the employees of an organization. Memo can be used to communicate between two offices of an organization, between two level of employees or same level. It is never sent outside the organization.



Parts of a Memo



Memo: BBA/F 08/INT/03

Date: 15/03/2009

To: S. M. Akteruzzaman

From: Coordinator, BBA Program, Department of Business Administration

Subject: Viva-voce Examination for BBA program, Fall 2008

The viva-voce examination of BBA internship program, Fall 2008 will be held on 20th March, 2009 as the following schedule:

Date: 20th March, 2009

Time: 10:00 AM

Venue: Chamber of In-Charge, Dept. of Business Administration

The following members have been selected for the viva-voce examination committee:

Sl.	Name	Position
1.	Prof. Dr. M. Shamzul Haque	Chairman
2.	Prof. A. B. M. Rashiduzzaman	Member
3.	Dr. Jahangir Alam	Member
4.	Md. Arifur Rahman	Member
5.	Maher Nigar	Member
6.	Afroz Parvin	Member
7.	S. M. Munirul Islam	Member
8.	S. M. Akteruzzaman	Member

All the members are requested to present as per the schedule and the concerned supervisors are advised to ensure the completion of their fellow students' work before deadline.

We appreciate your earnest cooperation.

S. M. Akteruzzaman

Coordinator, BBA Program

Md. Munirul Islam

Md. Munirul Islam
Deputy Registrar & Campus
Coordinator

Copy of Action & information to:

1. In-Charge, Department of Business Administration
2. Concerned committee members & supervisor
3. Exam Unit

➔ Heading

➔ Date Line

➔ To line

➔ From line

➔ Subject line

➔ Body

➔ Signature

➔ Copy notation

● **Heading:**

Usually business organization use preprinted memorandum head, if not have to type the company name...

● **Date Line:**

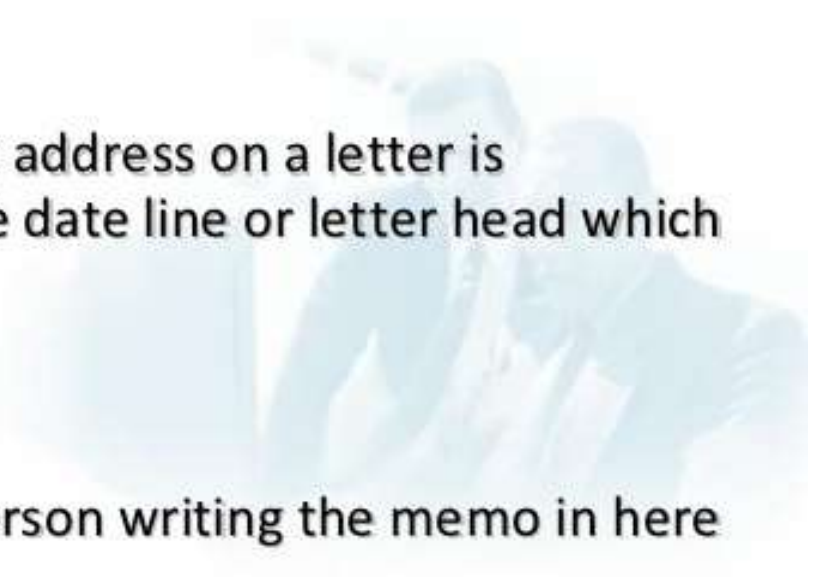
The date line is usually positioned below the heading one inch to the left of the right margin or centered beneath the heading or below the "From" ...

● **To Line:**

This line equivalent to the inside address on a letter is positioned two spaces below the date line or letter head which comes last...

● **From Line:**

Have to type the name of the person writing the memo in here



● **Subject Line:**

The subject line tells the reader what the topics is about...

● **Body:**

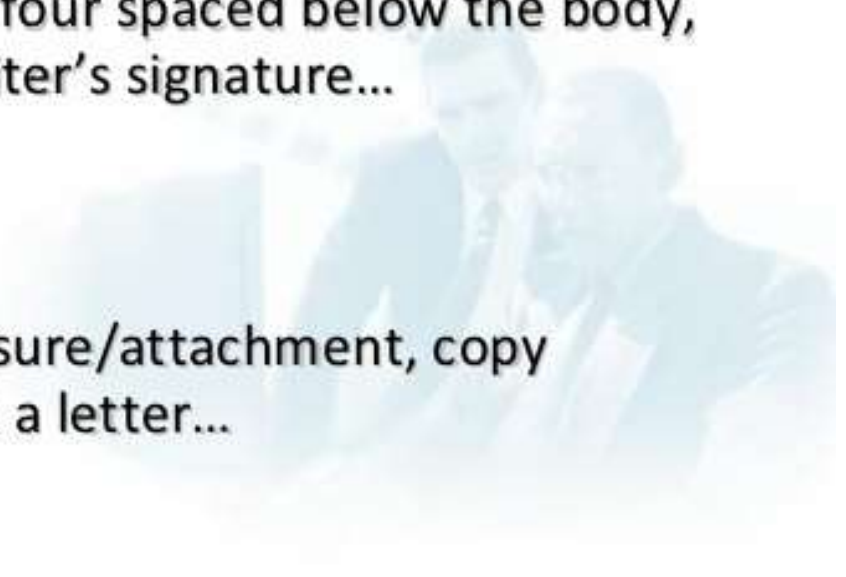
The body of the memo is placed two or three space below the subject line...the broad messages are typed here...

● **Signature:**

Have to place the writer's name four spaced below the body, leaving enough space for the writer's signature...

● **Copy Notation:**

Handle references initials, enclosure/attachment, copy notation...just as we would do in a letter...



Meeting

Meeting is a gathering of two or more persons to take a decision about a specific matter through discussion. A meeting is a mutual discussion where two or more persons gather or assemble themselves with intention of decision making.



Types of Meeting

- 1. Public Meeting**
- 2. Private Meeting**
- 3. Formal Meeting**
- 4. Informal Meeting**
- 5. Committee Meeting**
- 6. Command Meeting**



Notice

Notice is a statement drawing the attention of the desired receiver to act as per indication contained in the statement

A notice is issued to convening meeting or to inform anything and to do as per indication.



Sample of Notice

Notice

A meeting of the Board of Directors of the company will be held on Wednesday, 22nd February, 2009 at 3:40 PM at the registered office of the company at 25, Punch Bibi Road, Daulatpur to review the prevailing market conditions and to prefix the selling price rate of cement in that light.

To Members of the
Board of Directors

Kamal Haydar
Secretary

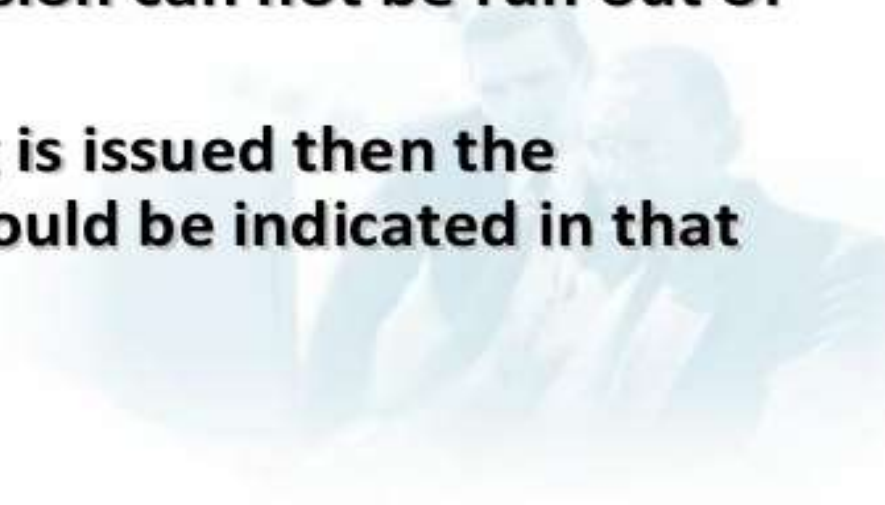
Agenda

An Agenda is an outline of the contents of forthcoming meeting.

Agenda is the list of predetermined subject matter on which the discussion will be run in a forthcoming meeting.

In a formal meeting discussion can not be run out of agenda.

When a notice for meeting is issued then the agenda of that meeting should be indicated in that notice.

A faint, light blue background image showing three people in a meeting. One person is standing and pointing at a screen, while two others are seated and looking at the screen. The image is semi-transparent and serves as a decorative background for the text.

Sample of Agenda

Department of Business Administration

Northern University Bangladesh

Date: 12/03/2009

An ordinary meeting of the academic committee will be held on 24th March, 2009 at 10:00AM.

AGENDA:

- Confirmation of the meeting of the last meeting
- Preparation of an Academic Calendar
- Distribution of Courses
- Formation of Different Committee

Ma. Matin

M. A. Matin

Chairman

Conducting the Meeting

The techniques of conducting the meeting are as follows:

1. Starting The Meeting:

When the chair is satisfied that there is a quorum for the meeting, he/she will call the meeting.

2. Discussion as per Agenda:

Discussion takes place on a series of items outlined on the agenda.

- Points of Order
- Points of Information
- Speaking through Chair



Conducting the Meeting

3. Decisions finalized from the Chair:

The decisions that have been taken from the meeting should be finalized by the chair of the meeting. If it is needed to vote, the chair should do it...

4. Closing the meeting:

After every item included on the agenda has been transacted, the meeting is declared closed.



Minutes

Minutes are brief records of decisions taken about the matter discussed in the meeting. Minutes are the brief but a complete record of all motions and resolutions that are taken based on discussions held among the members in a meeting.



Requisites of Minutes

1. The name of the organization:

Top of the minutes of an organization contains the name of the organization with logo (if any).

2. The name, date, time and place of the meeting held:

The heading of the meeting with date and time and also the place the meeting held should be mentioned in the minutes.

3. The name of the chairman, secretary and members present:

In this step of minutes it contain the name of chairman of the organization, its secretary and also the members of the organization or the governing body of the organization.

4. Arrange the proceedings as per agenda:

The proceedings should be arranged in proper order as per agenda of the meeting.

5. Decisions taken at the meeting with heading:

The decisions that have been taken through with heading should be mentioned one by one in this step of minutes.

6. Signature of the chairman with date:

At last chairman sign the minutes with date...



Cover Letter Writing

What is a cover letter?

A cover letter is a brief one page letter sent along with the resume to potential employers. The purpose of the cover letter is to present yourself to potential employers and to let them know what position you are interested in and why you'd be a good fit to the position and company.

Cover Letter Format

A hard-copy cover letter should be written in the [business letter format](#), while an email should be sent in the same format but without the heading (your return address, their address, and the date).

Cover Letter Writing

Generally the cover letter will consist of three paragraphs. The first paragraph is an introductory one which introduces yourself. You want to include information on the position you are applying for, how you heard about it and why you are interested in the position and/or company.

The second paragraph should provide information on your skill, strengths, education, qualifications and/or experience. This paragraph should be concise and give specific examples of why you are the ideal candidate and not simply restate your resume.

The final paragraph should close up the letter by requesting an interview and possibly suggest times that are convenient for you or stating that you can come in at a time that's convenient for the employer. Also you should let the recipient know what the best way and/or time to contact you is (you should let them know both your contact email and phone number so that they can contact you in their preferred method). Or you can let them that you'll follow up the letter with a phone call in several days. You should thank them for their time to close up the letter.

Each cover letter that you send out should be unique and tailored to the specific company and position you are applying to. Using one cookie cutter cover letter will lessen your chances for landing an interview. Also be sure to check for grammar and spelling and keep the letter to one page in length.

Sample Cover Letter

527 West Ave.
Elmswood, CT 23865

October 28, 2004

Mr. Michael Black
Director of Human Resources
Global Answers
6542 Sioux Falls, NY

Dear Mr. Black:

It is with great interest that I am applying for the position of chief accountant. When I read the job description of your ad in the New York Times on August 12th, I felt that it was an ideal match with my career aspirations. I have always wanted to work for an outstanding company in the Fortune 500 such as Global Answers.

I believe that I am the ideal candidate for the position due to my extensive experience as an auditor for KPMG. At my current position at KPMG, I perform all of the same tasks that are described in your ad for the chief accountant position. In addition to that I have a reputation for being a hard worker who makes sure the job is done right the first time. My reports are always completed well ahead of the deadline.

Feel free to contact me and setup an interview at your earliest convenience. You can reach me by way of e-mail at KenJacobs@nadate.com or by way of phone at (555) 555-5555. I look forward to discussing with you my future with Global Answers. Thanks for your time and consideration.

Sincerely,

Signature

Ken Jacobs

Enclosure: resume

Sample Interview Thank You Letter

215 Casandle Drive
Middle Brook, FL 32634

December 15, 2004

Mr. Nigel Adams
Director of Human Resources
Nagata Resorts
6528 Castle Point Street
South Port, FL 38625

Dear Mr. Adams:

I would like to thank you for taking the time to interview me for the position of hotel manager on December 14. I was very impressed with the amount of vacationers that you stay at Nagata Resorts every year.

I appreciate the time that you spent discussing the responsibilities of the position. I believe that my credentials make me an ideal candidate for the position. As I mentioned in my interview with you, I already have 7 years experience as a hotel manager. I am very organized and have a high

attention to detail. I also believe that the customer is the most important asset, so I always treat them with the utmost respect.

I look forward to hearing your decision about the position. You can contact me at (555) 555-5555, if you have any further questions, I'd be more than willing to come in and discuss them with you. Thanks again for the opportunity to interview with Nagata Resorts.

Sincerely,

Signature

Chad Ulster

Sample Letter of Reference

562 Banquest Street
Fair Valley, AL 81356

September 28, 2004

To Whom It May Concern:

It is with great pleasure that I am recommending Rose Berdinger to you. I am the Head Sales Manager at Vacuums Plus and Rose has been under my supervision from November of 2000 to August of 2004 as a saleswoman.

Rose would be a great asset to any company. She is one of the brightest employees that I have ever had. She also has a great drive and passion for her work.

Rose is such a quick learner. Within her first two weeks at Vacuums Plus she had learned all the product names, their features, and how they work. It normally takes a new employee at least two months to get familiar with all the products that we sell.

Rose's drive has led her to great success at Vacuums Plus. She has had the honor of receiving the "Top Sales Person of the Month Award" ten times in her last year at Vacuums Plus, which is a feat that no employee has ever achieved here before.

I believe that Rose Berdinger will be an excellent fit for your company. Rose has been nothing short of an exemplary employee. If you have any further questions, feel free to contact me at (555) 555-555 and I'll be happy to answer any questions you have.

Sincerely,

Signature

Peter Ziggad
Head Sales Manager

1. with reference to an advertisement in 'The Industrial Times', write a letter to Calcutta Aluminum Company Ltd, inquiring the prices, terms of sale.

2. reply letter....

3. mr.Hiremath Bros...wish to place an order with National paints company limited for a few types of paints, vanish and mixers. Prepare an order for them mentioning that the tins should be sent by passenger train, carriage forward, to your station, where you will collect them. Mention also the method of payment.

4. Acknowledgment letter

What is Report on Business Communication?

Business reports are a type of assignment in which you analyse a situation (either a real situation or a case study) and apply business theories to produce a range of suggestions for improvement.

Business reports are typically assigned to enable you to:

- Examine available and potential solutions to a problem, situation, or issue.
- Apply business and management theory to a practical situation.
- Demonstrate your analytical, reasoning, and evaluation skills in identifying and weighing-up possible solutions and outcomes.
- Reach conclusions about a problem or issue.
- Provide recommendations for future action.
- Show concise and clear communication skills.

Remember that with business reports, typically, there is no single correct answer but several solutions, each with their own costs and benefits to an organisation. It is these costs and benefits which you need to identify and weigh-up in your report.

Further, when writing the report, you need to consider the **audience** you are writing for: is it the CEO or will the report be available to all staff concerned? It is vital that you ensure an appropriate level of formality, sensitivity, fairness, and objectivity.

The Objectives of Preparing Report

The prime objective of report is to provide information about any event or object or situation to the proper persons. It helps business people to take accurate and pragmatic decisions. The purposes of Report can be mentioned as below-

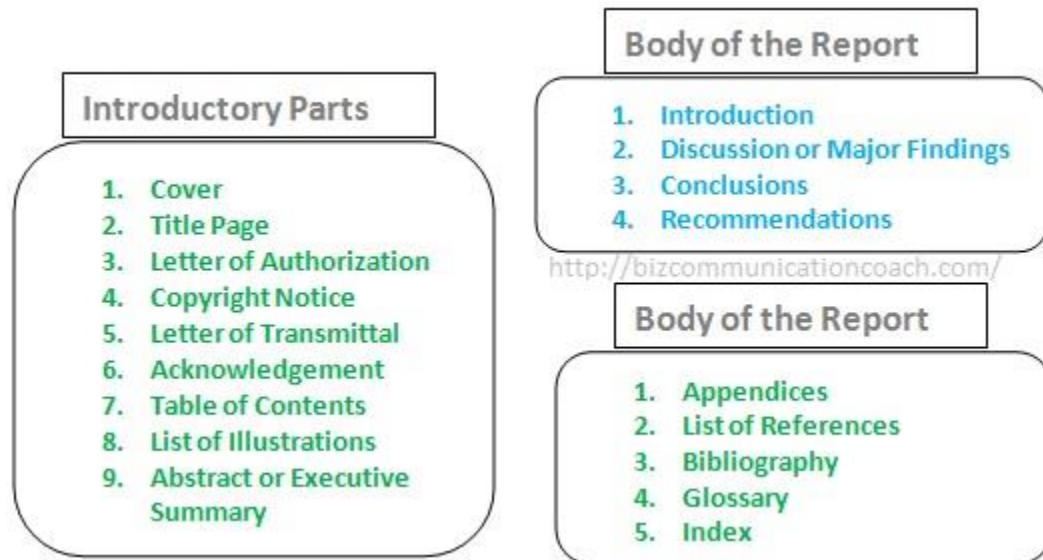
- To carry business information to the concerned quarters
- To analyze the data for interpretation
- To help planning by providing factual information
- To help decision making by providing necessary information and evidence
- To reduce administrative cost by eliminating searching cost for information
- To help establish effective control system through the information on employee performance
- To help reduce and resolve organizational disputes
- To help to bring effective coordination between and among the departments
- To help to bring dynamism in the organization by supplying latest information
- To find out the reason behind a problem
- To present the findings of investigation or inquiry
- To recommend specific action to solve a problem

So, we find that report serves some important purposes. In fact it aims to provide every support to business people through providing necessary factual information.

Elements of a Business Report

The elements of a report vary depending on the organization or structure of the report and there are various styles of organizing a report. Normally reports are organized in three ways-

- **Letter-Text Combination Form:** Letter-text combination form is the widely adopted form for origination long report. Letter-text combination form finally takes the book form when it is presented or handed over to the authority formally. A complete report in letter-text combination form includes the following parts and sub-divisions-



- **Letter Form:** If the materials of a report are short, brief and informal, they can be arranged as a form of business letter. The main parts of a letter report are heading or title, date, address, salutation, the body, complimentary close and signature. It is usually written in the first person I or We.
- **Memorandum Form:** A simple way of presenting report is a memorandum form as it maintains less formality. The date of the report is mentioned at the top. It is followed by the name of the person to whom the report is addressed, the name of the writer and the subject of the report. Next follows the actual text and the conclusion. Like the letter form, the text of the report here is also divided into paragraphs with headings and sub heading

Types of Business Reports used by Organizations

1) Formal Business Reports

These reports are prepared in a given format and they are presented to the authorities in an already established manner. They are submitted to committees and bodies or heads of various departments or organizations. Since the report talks only about business in a formal way they are termed as, formal business reports.

Formal reports of other classified into the statutory report and non-statutory report.

2) Informal Business Reports

These reports are prepared in a convenient format which is convenient to the reporter and presented to the required person immediately after demand. These reports can also be presented in the form of a memorandum or a Business Letter. Since there is no fixed format for these reports it is termed as informal reports.

3) Informative Business Report

These are types of Business reports which are prepared with the intention of providing information in a descriptive way which address is a particular issue or situation or a problem. They provide information in an exhaustive and detailed manner which is used for the by the authorities to gain an insight on the matter that is why they are termed as informative reports.

4) Interpretative Business Report :

Unlike informative report which contains only information, the interpretative report contains facts opinions views or numbers which help to interpret a certain information situation or a problem. The interpretative report may also contain reasons for a certain issue as to why a certain event or an issue occurred and what would be the course of action along with a recommendation for the same.

5) Verbatim Business Reports

The report which is prepared by secretaries or any other individual which record word to word discussions that are made in the meeting are called Verbatim reports. For example, in case of auditor appointment resolution has passed in the meeting and that reservation is recorded as word to word as Verbatim report. Also, in the case of voting where joint votes of different members are taken into consideration, the verbatim reports include names and manners of voting along with the results. These types of business report should not be confused with minutes of the meeting which is a record of proceedings and decisions a summary of the meeting.

6) Summarized Business Reports

The report that is made with the assistance of important details that have been discussed in the meeting is called a summarized report. These types of business reports are made with the intention of sending it for the press release or for the shareholders of the company or a member of the certain institution.

7) Problem Solving Business Report

As the name suggests, problem-solving business report help to solve a problem by suggesting or recommending a plan of action regarding a certain situation. The report also contains causes of such problems and the conclusion is done in various ways that can be adopted to solve the problem. The report also contains ways in which that problem can be avoided in the future by implementing certain steps.

8) Fact Finding Business Report

There are numerous situations in an organization where a finding of a fact is required. For example, the breakdown of machinery in factory premises or rivalry between associate and the manager. The situations require in-depth reasoning for the situation that has arisen. In those cases, the fact-finding report comes in handy which presents facts in the report from a third person view. These reports are presented to the top management based on which they can take action about the situation at hand.

9) Performance report :

The management likes to know the performances of each department on a regular basis. Not only that but also about the newly opened branch, newly appointed employee or even the performance of existing employees who are due for promotion are analyzed by the management for which the performance report is generated. These reports are important for the management to arrive at a decision and hence these reports are prepared by the seniors of the respective people

10) Technical Business Reports

Technology is advancing faster than the speed of light and that is the reason why companies upgrade themselves with new technology is from time to time. Whenever such a monumental change and Technology is taking place in an organization a Technical Business Report is prepared to assess the level of Technology. These reports include a detailed way to undergo the change including time and money that will cost, which helps the top management to take a decision.

11) Standing Committee Report

A committee which is appointed for a specific reason is called standing. The reason may be financial assessment, employee Assessment, or departmental assessment, the standing committee is expected to submit a detailed analysis of these things. The report submitted by the committee

is known as a standing committee report. In many organizations please reports are submitted at frequent intervals.

12) Ad-hoc Committee Report

Adhoc reports are also termed as special committee reports. As the name suggests special committee is appointed to deal with the investigation and that committee is dissolved as soon as the report is presented. Special communities are found in special cases like fire in factory premises are employee accidents during work.

13) Minority Report

A team of the special committee is appointed to submit a report which will be based on an investigation of a special subject. 3 members may be selected to form the committee one of each is the chairman of the said committee. If members have a difference of opinion on the subject the other members may submit the report separately. This separate report submitted by dissentient members is called minority report.

14) Majority Report

The members of a committee which including the chairman, usually have unanimous decision amongst them. In such cases, only one report is prepared and presented to the official committee. If that is not the case then the majority of the member from their own report and submitted to the examining authority. Such a report is termed as majority report.

15) Annual Report

A yearly report, which consists of the yearly processes of the business including the sales profits and the turnovers is called the annual report. Such a report generated only once a year and is submitted to the corporate heads for studying the business year in detail. Majority of crucial decisions like investments, product portfolio changes, marketing strategies, marketing campaigns etc. are planned on the basis of the Annual report. Pre-decided plans may be modified or changed based on Annual reports.

ABSTRACT

Definition

An ***abstract*** is a self-contained outline/brief summary of:

- a paper,
- a larger document,
- a study,
- a presentation.

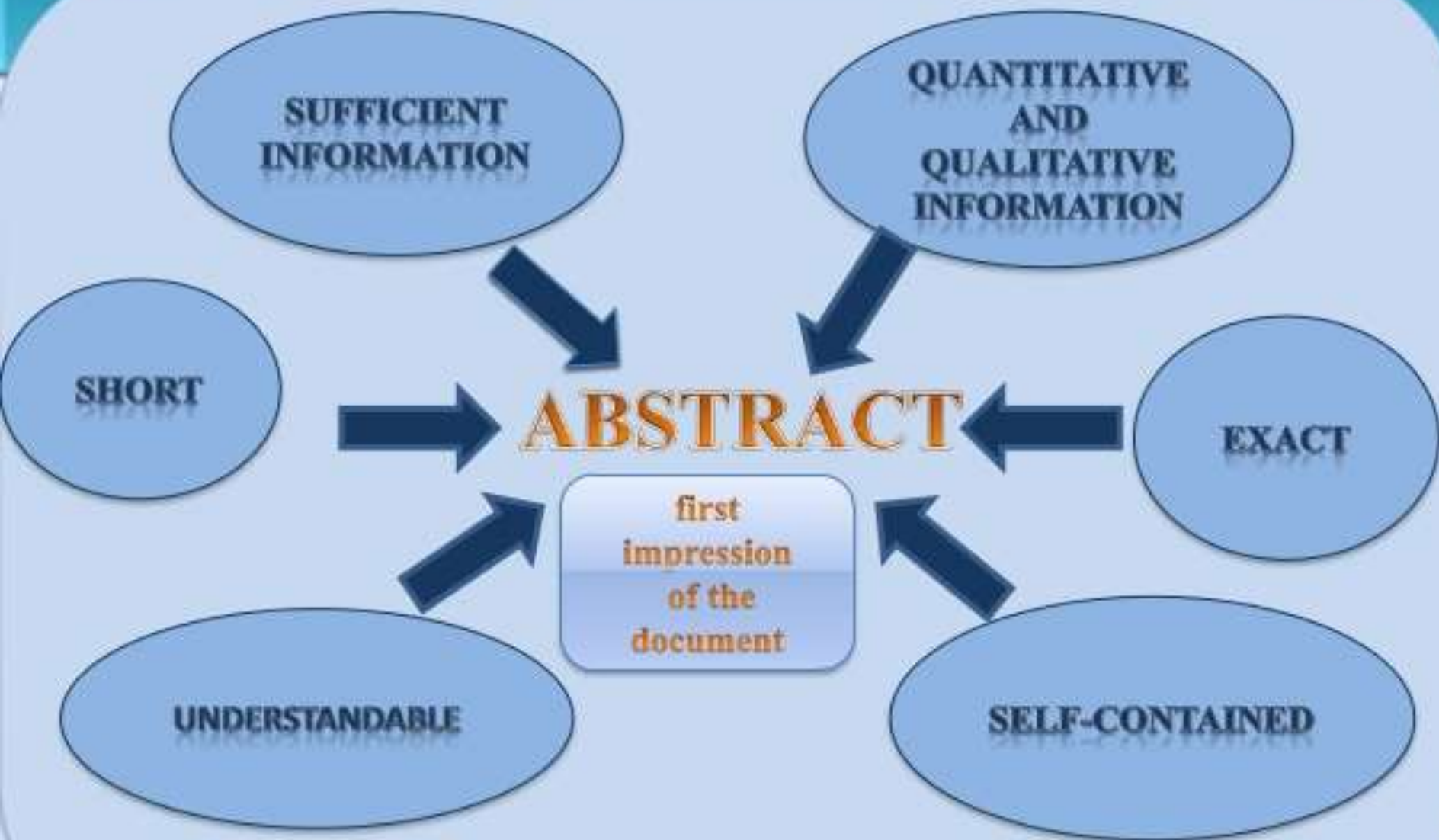
When do people write abstracts?

- when submitting articles to journals, especially online journals
- when applying for research grants
- when writing a book proposal
- when completing the Ph.D. dissertation or M.A. thesis
- when writing a proposal for a conference paper
- when writing a proposal for a book chapter

Purpose

- ◆ **Help reader decide whether to read the text or not**
- ◆ **Summarize the findings of the text**
- ◆ **Help scholars find your article**

Qualities



Qualities

- **One or more well-developed paragraphs**
- **Short (50-300 words; 3-5%)**
- **Stands alone**
- **Includes all the major elements of the larger text**
- **(in order)**
- **No new information**

Key Elements

Reason for writing:

What is the importance of the research? Why would a reader be interested in the larger work?

Problem:

What problem does this work attempt to solve? What is the scope of the project? What is the main argument/thesis/claim?

Methodology:

An abstract of a scientific work may include specific models or approaches used in the larger study. Other abstracts may describe the types of evidence used in the research.

Results:

Again, an abstract of a scientific work may include specific data that indicates the results of the project. Other abstracts may discuss the findings in a more general way.

Implications:

What changes should be implemented as a result of the findings of the work? How does this work add to the body of knowledge on the topic?

Types of Abstract

Descriptive

- Used for humanities and social science papers or psychology essays.
- Describes the major points of the project to a reader.
- 50-100 words

Informative

- Used for sciences engineering or psychology reports.
- Informs the audience of all essential points of the paper.
- About 200 words

Structure

Descriptive

- Topic (background)
- Research Question (purpose)
- Particular interest/focus of paper
- Overview of contents

Informative

- Topic (background)
- Research Question (aim or purpose of research)
- Methods used
- Results/findings
- Conclusion

Writing an Abstract

- **Read** over your paper and identify the key points for each section
- **Re-read** each section and shrink the information in each down to 1-2 sentences
- **Ensure** you have written one to two sentences for each of the key points outlined above
- **Connect** the ideas with appropriate transitions

Writing an Abstract

- **Add** and **remove** text as needed
- **Check** the word length and further reduce your words if necessary by cutting out unnecessary words or rewriting some of the sentences into a single
- **Revise**, and edit for flow and expression
- **Proofread**

What makes a good abstract?

- Uses only **one well-developed abstract** that is **coherent and concise**, and is able to stand alone as a unit of information
- Covers all the **essential academic elements** of the full-length paper
- Contains **no information not included in the paper**
- Usually does not include **any referencing**
- In publications such as journals, it is found **at the beginning of the text**, but in academic assignments it is placed **on a separate preliminary page**.

DOs

- **Avoid** repeating information from the title
- **Be specific**
- If many results, only **present** the most important
- **Mention** just the major implications
- **Relate back** to your purpose and research question

Good Abstract: Writing Style

- Use a clear and concise writing style
- Remove or shorten any unnecessary words or phrases
- Write in plain English understandable to a wider audience, as well as your discipline-specific audience
- Use the language of the original paper, often in a more simplified form for the general reader
- Use key words from the document.
- Introduce specific terminology (e.g. definitions, scientific and chemical names)
- If necessary, define unfamiliar terms, introduce acronyms

E.g. ...rapid eye movement (REM).

- Avoid trade names, acronyms, abbreviations, symbols, and jargon

Voice



- Modern scientific style prefers the **active** voice.

E.g. Gasoline was sweetened by iron bauxites in air.

Iron bauxites sweetened gasoline in air.

- Abstracts are often an exception, but only if the passive voice reduces the total number of letters and words. Use passive structures in order to report on findings, focusing on the issues for the more general reader.

E.g. The level of sweetening was measured by...

- Avoid using I or we, but choose active verbs instead of passive when possible .

E.g. The study tested... rather than It was tested by the study.

Mediocre Abstracts

- **Mediocre** abstracts read like a table of contents in a sentence form

Example:

The behavior of editors is discussed. What should be covered by an abstract is considered. The importance of the abstract is described. Dictionary definitions of “abstract” are quoted. At the conclusion a revised abstract is presented.

DON'Ts

- **Do not commence with "this paper...", "this report..."** or similar. It is better to write about the **research** than about the paper. Avoid use of "in this paper", what other paper would you be talking about here?
- **Do not contain references**
- **Do not use sentences that end in "...is described", "...is reported", "...is analyzed"** or similar.
- **Do not begin sentences with "it is suggested that...", "it is believed that...", "it is felt that..."** or similar. In every case, the four words can be omitted without damaging the essential message.
- **Do not repeat or rephrase the title.**

DON'Ts

- **Do not enumerate a list of topics covered;** instead, convey the essential information found in your paper.
- **Do not give equations and math.** Exceptions: Your paper proposes $E = mc^2$.
- **Do not refer in the abstract to information that is not in the document.**
- If possible, **do not use trade names, acronyms, abbreviations, or symbols.** You would need to explain them, and that takes too much room.

The abstract should be about the research, not about the act of writing.

Clichés

- **Introductory sentences**

This study (dissertation, research)

aims to illuminate
examines the role of...
explores why...
investigates the effects of...
assesses the impact of...on...
developed and tested the idea that...

- **Leading with research questions**

This study (dissertation, research)...

is motivated by two research questions: (1) [Insert research question one] ?(2) [Insert research question two]? To examine these questions, the study ...

"[Insert a research question]?" is a fundamental question in [the name of your area of interest].

- **Leading with a dissertation aim or goals**

This study (dissertation, research)...

has three goals: (1) [insert goal one], (2) [insert goal two], and (3) [insert goal three].

- **Significance of the study**

This study advances our understanding of...

- **Research strategy**

Using comparative case analysis, this research explored the role of...

- **Major findings**

The findings from the research...

illustrate how...

show that the impact of [insert text] on [insert text] is more complex than previously thought/assumed.

address a controversial belief among practitioners that...

illustrate the antecedents and consequences of [insert text] and [insert text] in...

suggest that the effect of [variable X] on [variable Y] was moderated over time when...

- **Conclusion**

The results, implications for managers, and future research are discussed.

Theoretical contributions and managerial implications of the findings are discussed.

- **The findings provide**

support for the key arguments.

support the prediction that...

support the model:

offer insights into...

prompt a re-thinking of [insert your area of interest]

SYNOPSIS

What is SYNOPSIS?

Synopsis (si-nop-seez) is a Greek word derived from *sýnopsis*. *syn* – together, *opsis* – seeing.

A synopsis is a brief summary or condensed statement giving a general view of the subject selected.

Synonyms:

Condensation, epitome, abstract, abridgment, summary & protocol.

Who writes a Synopsis?

- An author of a
 - Novel
 - Play / Drama
 - Motion picture
 - **Research project**

Synopsis / Protocol

- A synopsis or a protocol of a research project is a document submitted to an authority or an institution for the purpose of
 1. Formal registration to universities for the award of a degree or doctorate.
 2. Ethical clearance
 3. Peer review
 4. Financial assistance from organizations like CCRAS, AYUSH, RGUHS etc.

Structure of a Synopsis

The synopsis is a brief outline (about four A-4 size pages or 1000 words is the maximum limit) of your future work.

1. Title
2. Need for the Study and hypothesis
3. Aims and objectives
4. Review of literature
5. Materials and Methods
6. Operational Definition
7. Data Collection Procedure & Data Analysis
8. References
9. Official requirements

Title

- The title of the research project should be **brief but informative**.
- Should reflect the **objectives** of the study.
- Selection of all the words- with great care.
- It should neither be too short nor too long.
- Sensationalization of the title is best avoided.
- Any name of the institution, the number of cases to be studied should not be included.

Remember!

Title of your study will be read by thousands of people.

Need for the Study...

- The problem being studied should be mentioned in precise and clear terms.
- The problem under study should be relevant to the present scenario.
- A brief account of its utility at the local or national level has to be discussed.
- The present status of the problem and the necessity for taking up the study needs to be mentioned.
- Understanding the problem, aids the researcher in constructing the research proposal.
- It also allows the person to formulate the hypothesis.

Hypothesis...

- Hypothesis is mentioned as a tentative prediction or explanation of the relationship between two or more variables.
- Hypothesis should not be a haphazard guess but should reflect the knowledge, imagination, and experience of the investigator.
- Hypothesis can be formulated by understanding the problem, reviewing the literature on it, and considering other factors.
- A researcher can state the problem and the hypothesis in about 200 words covering all the aspects described above.

Aim...

- **The aim** is about what you hope to do, your overall intention in the project.
- Aims are statements of intent, written in broad terms.
- Aims set out what you hope to achieve at the end of the project.



Objectives...

- Objectives are the steps you are going to take to answer your research questions or
- A specific list of tasks needed to accomplish the goals of the project.
- The objectives and aims should be only a few (2-3).
- Primary objective and secondary objectives should be clearly and precisely defined.
- Objectives should not include the word 'know' or 'understand'. They do include active verbs such as 'state', 'explain', 'outline', 'list' or 'describe'.

Objectives...

Objectives should be S.M.A.R.T.:

- **Specific** – be precise about what you are going to do.
- **Measureable** –you will know when you have reached your goal.
- **Achievable** – Don't attempt too much. A less ambitious but completed objective is better than an over-ambitious one that you cannot possible achieve.
- **Realistic** – do you have the necessary resources to achieve the objective? For example: time, money, skills, etc?
- **Time constrained** – determine when each stage needs to be completed. Is there time in your schedule to allow for unexpected delays?

Review of literature...

- It describes the work done by others either at local or international level on it or similar subject.
- It helps the researcher to understand the difficulties faced by others and the corrective steps taken or modifications made by them.
- Research methodology of the researcher can be structured and modified after reviewing the literature.
- The review assists in identifying various variables in the research project and conceptualizes their relationship.
- The reviewer can assess the work put in by the researcher and also assists in assessing the feasibility of the study.

Materials and Methods

- The research methodology forms the core of the research project. The methodology should cover the following aspects:
 - Study design
 - Study settings
 - Sampling
 - Variables
 - Controls
 - Study methods - examinations or investigations
 - Data collection
 - Data analysis
 - Ethical clearance

Study design

- Mention the name of the appropriate study design.
 - *Descriptive designs*
 - Survey study
 - Observational study
 - Epidemiological description of disease occurrence
 - *Observational analytical designs*
 - Prospective study (future)
 - Retrospective study (past)
 - Follow-up study
 - *Experimental designs*
 - Animal studies
 - Therapeutic clinical trials – drugs
 - Follow-up study
 - Study of natural history of a disease

Study settings

- A mention about the research setting should be made. This includes information about the
 1. **Setting** - Name and place where the research work is to be conducted
 2. **Duration of Study** - How long will the study take with dates.
 3. **Sample size** - How many patients will be included. If there are groups how many per group?
 - **Inclusion criteria:** On what bases will patients be inducted in the study.
 - **Exclusion criteria:** On what bases will patients be excluded from the study.

Sampling

- Sampling is selecting a sample of appropriate size for the study.
- The study population can be population of cases, population of people, or population of recipients of certain treatment.
- The sample size should be adequate to apply all relevant tests of statistical significance.
- The samples should be representative of the population and should be reliable.
- There are many methods for sampling like simple random, systemic and stratified sampling, cluster sampling, etc.

Variables

- Variables are the factors that change. These changes can affect the outcome of a research project. Thus, it is important to identify the variables at the planning stage.
- They should be quantified with a measurable unit.
- Knowledge of the various variables in a research project will assist in refining the objectives.
- Usually, objectives of a research will be to see the effect of independent variables on dependent variables.

Variables

- There are four types of variables.
- *Independent variables* - These are the variables that can be manipulated by the researcher and the effects of that are observed on the other variables. For example: 1) Amount of **vitamins** given. 2) Impact of drug on cancer, **Drug**, the **dosage** and the **timing**. 3) **Salt**
- *Dependent variables* - The changes occur as a result of independent variables. For example: 1) **life span** 2) **impact of drug on cancer**. 3) **BP**
- *Intervening variables* - These may influence the effect of independent variables on the dependent variables. For example, while studying the response of HIV-AIDS to HAART (highly active antiretroviral therapy) the outcome may be influenced by the presence of antitubercular drugs.
- *Background variables* - These are changes that are relevant in the groups or population under study. These need to be included in the study. For example, age, sex, and ethnic origin.

Control

- Control groups increase the validity of the research project.
- They usually consist of units of same population but differ in some respects.
- Controls are not necessary for all research projects.
- As far as possible they should be used in all analytical studies, drug trials, and intervention programs.

Study Method

- Here the researcher will have to describe the method of data collection, which may be in the form of:
- Questionnaire
- Interviews
- Medical examination
- Laboratory investigations
- Screening procedures
- A sample of the proforma should be prepared and attached. The possible cost involved and any financial assistance received must be mentioned.

Operational Definition

- Here the researcher will have to describe the method of data collection, which may be in the form of: May be required in some synopses.
- It is definition of a term specifically telling how it will be measured for e.g.: Morbidity: this encompass a number of aspects viz. prolonged hospital stay, severe pain, immediate complications, long term sequelae.
- A research must define how a vague term will be measured.

Data collection

- A brief note on how data are collected should be included. The information should be about:
- The organizational setup
- Training to data collecting team
- Logistic support
- Plans for collaboration with other organization should be included.

Data Analysis

- Data analysis is an important part of a research project.
- A good analysis leads to good results.
- The plans for data analysis should be mentioned under the following heads
 - Statistical methods
 - Computer program used, and
 - Data sorting method.
- A general statement "appropriate statistical methods will be used." must be avoided.

References

- All references quoted in review of literature and anywhere else in the synopsis should be listed here.
- Vancouver style
- Harvard style
- End note
- Vancouver style is easy to follow and RGUHS recommend Vancouver style.
- <https://www.citethisforme.com/vancouver>

Official requirements

- A synopsis is incomplete if it does not contain the following information:
 1. Name of the researcher and designation
 2. Name and designation of the guide / co-guide.
 3. Name and designation of head of department \ institution
 4. Name of the institution
 5. Signatures of all with official seal

Concluding remarks....

- Synopsis writing is an important step in a research project.
- A good synopsis will give maximum information in minimum words.
- A well-conceived synopsis will go a long way in convincing the reviewer about the ability of the researcher to conduct the project.
- In cases of need for financial assistance, the request will be considered favorably.
- Thus, all research workers should make efforts to prepare a well-structured synopsis.

Data Collection & its methods

Meaning of Data

Data can be defined as a collection of facts, figures or any other related material, which has the ability to serve as the information for the basic study and the analysis. It must be kept in mind that data can be either old in nature or it may be the current one.

For getting answers to any of the queries that are made data related to the questions or the queries is very much needed. Data acts as the back bone for the analysis, so it can be said that no question can be answered without the data.

Analyzation of the data often leads to some of the inferences which are very commonly called as the information. The inference which is based on the guess work or on the opinions can never ever make a place in the research but the factors which play a critical role in the research generally include accuracy, suitability, reliability etc.

Sources of Data

The basic data has a direct affect on the answers to the various questions and hence the source of the data is very much important as it provides the necessary information. The various sources of the data can be summarized as follows:

1. Primary sources: These types of the sources refer to the first hand sources or the original sources at the hands of a researcher, which is not collected in the past. Collection of the primary data can be done with the help of the principle sources of the observation and also the surveys. Primary data in very simple and general language can be defined as the first hand information relating to any type of the research that has been gathered or collected by the researcher or by any of his assistant or an agent.

This type of the data helps in the original investigations and observations, which automatically further leads to the achievement of the various useful and meaningful results. A very important point to be kept in mind about these types of results obtained, which are based on the primary data are bound to be empirical in nature and also play a very critical and defining role in the research methodology.

If the primary data that has been collected and compiled is not bias in the nature acts as a tool of great utility value as then this type of the data becomes very much reliable, accurate and dependable in nature that ultimately helps a great deal in carrying out the various specified investigations.

Once this primary data is used the original features or the characteristics of these data diminish resulting in the formation of the secondary data.

Hence it can be said that the data which acts as primary data at one point of time is bound to become secondary data at some stage or time in the future.

Methods of the collection of the primary data can be categorized as –

A. Observation: In general terms observation can be defined as the process involving the collection of the data by either viewing or listening or both. The best method in this category is to directly and personally observe something to get meaningful data this method is also called as the Direct Personal Observation. In this type of the observation the situation is observed by the researcher in order to collect data relevant to the research. If the observation is without any bias the data that is collected with the help of this type of method acts as the most reliable information.

Observation is also a very cheap method and then also is very effective in its nature of working this method is a very old one data collected in the past about the human race, the environment etc used this method only.

But a major drawback of this type of method is that with the help of observation one is not able to quantify the data and also one cannot reach to some concrete solutions on the basis of the data collected by this method.

So it can be said that observation method should generally be used for carrying out hypothesis testing.

B. Questionnaire and Schedule: With the help of this type of method, data is collected by getting questionnaires completed by the various respondents. This method of questionnaire and schedule is generally employed in order to collect the primary data in a very systematic manner. A questionnaire can be defined as a schedule having a number of coherent questions related to the topic which is being studied. A questionnaire acts as a formulated series of the questions and helps in the collection of the information directly by the investigator himself. A schedule can be defined as the collection of the details in a tabulated form and can be sometimes identical to the questionnaire.

Types of Questionnaire:

1. Structured questionnaire:

- Consists of definite, concrete and pre ordinate questions.
- Has some additional questions as well, limited to those necessary for the classification of the inadequate answers.
- Is segmented in nature.
- Provides information under given titles and the sub titles.
- Helps in getting accurate response and apt information.
- Saves time and also the energy.

2. Non Structured questionnaire:

- Is very simple in nature.
- Is non segmented.
- Has no sub division.
- Can be used for very simple types of studies.

3. Codified questionnaire:

- Expected answers are given in the code numbers.
- Very easy for carrying out the processing.
- Very suitable and also very convenient for the informant.

4. Un Codified questionnaire:

- Very simple in nature.
- Consist of no codification.
- Codification may be sometimes made at the time of compilation but only if it is necessary.

C. Experimentation: Forms a very commonly used and very popular ingredient of the research process, being used in the physical sciences for a long time. An experiment is the process of studying the various aspects of the relationships between the independent and the dependent variables in a controlled situation. It acts as a test or a trial method in order to test a hypothesis in a laboratory.

D. Simulation: Simulation can be defined as the technique used for performing the various sampling experiments on the model of the systems. According to Abelson, stimulation is “the exercise of a flexible imitation of processes and outcomes for the purpose of clearing or explaining the underlying mechanisms involved.”

Stimulation is the form of observational method acting as the theoretical model of the elements, relations and the processes.

This method is very widely used in the war strategies and the tact business problems etc.. It is also used in the various economical problems, political problems, and behavioral problems and also in the social problems.

E. Interview method: This method acts as a very important and a critical way to collect data involving a very planned and a very systematic conversation that takes place between the interviewer/ investigator and the respondent. By this one is able to get very suitable information related to a specific research problem.

By this method of data collection one can get a very suitable range of data having both demographic as well as the social characteristics or any one of them.

In today's world, most people like to talk rather than to write so this method is very much preferred compared to other methods of the data collection. By this method one can get a very deep and in depth view of the problem, hence helps in probing into the problem efficiently.

F. Projective Techniques: The various direct methods are generally based on some assumptions, for e.g. the direct methods like the personal interview, telephone interview etc pre suppose about a person that he is willing to provide some important information about his own behavior, beliefs, feelings etc.. But this is not the case in all the aspects.

There may be some persons who may not give any type of information about themselves or may not give their opinion in a true sense.

In such cases these techniques play a very vital role as these are not dependent on the subject's self insight.

2. Secondary sources: Data can be referred to be secondary in nature if the information provided by the data is not related to the purpose of the research project work i.e. secondary data accounts to the information for the various other purposes and not the purpose involved in the given research work. Secondary data is readily available and the researcher himself has no control over the shape of the data as it is given shape by the others. This type of data is based on the second – hand information i.e. the data that has been collected, compiled and presented in the past by some other company or group and is now being used in the various investigation procedures, this type of data is referred to as the secondary data.

Methods of the collection of the secondary data can be categorized as

A. Internal:

- Involves data that a company is already having.
- This type of data is collected by the company in routine.
- This data is used by the company itself.
- Data collected by such method is always in tune and regard with the research operation's purpose.

B. External:

- Involves data collected by the individuals.
- Data collected acts as a very useful and a meaningful tool for the researcher in carrying out the various research operations.
- Further are of two types – personal sources and the public sources.

i) Personal Sources: These type of sources for the collection of the secondary data generally involve –

- (a) Autobiographies
- (b) Diaries
- (c) Letters
- (d) Memories

ii) Public Sources: These are further of two types:

A. Unpublished: Due to various reasons sometimes the data is not at all published and some examples of such sources can be reports of inquiry commissions, report of special inquiry etc.

B. Published: Such sources include the following:

- (a) Books
- (b) Journals
- (c) Newspapers
- (d) Reports of the government departments
- (e) Reports of the autonomous institutes

Advantages of the secondary data

1. Collection of such data is very economical.
2. Is available quickly.
3. Saves a lot of time.
4. Helps in verifying the primary data.
5. Leads to widening of the data base.

Disadvantages of the secondary data

1. There may be some times when this data is not able to provide the necessary information.
2. Data may not be accurate.
3. The data may not be latest.
4. Data may not be reliable in nature.
5. Has a limited utility.
6. Such data based on the unpublished sources may not be obtained by everyone