INDEX

SUBJECT: MANAGERIAL COMMUNICATION (4519203)

MBA SEM 01
Module 01 Chapter 01

❀ EFFECTIVE COMMUNICATION IN BUSINESS ❀

● Introduction

The word communication has been derived from the Latin word "Communicare" or "communico" which means 'to share', and "communis" which means 'common'. Thus, communication means sharing of ideas in common.

When we communicate, we are trying to establish a 'commonness' with someone. That is we are trying to share information, an idea or an attitude. The essence of communication is getting the receiver and the sender 'turned' together for a particular message.

Communication is the act of giving, receiving, and sharing information - in other words, talking or writing, and listening or reading. Good communicators listen carefully, speak or write clearly, and respect different opinions.

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our

location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

Through communication, we share all what is common in us, like ideas, understanding, opinions, information etc. In short, Communication is a process by which information & feelings are shared through exchange of verbal & non verbal messages.

Each & every people transmit & exchange their ideas, facts, feelings, & other course of action for their personal and professional purpose.

Send and receive personal message refers to "Personal Communication". while send and receive business message refers to "Business Communication"

From the Organization Point of view….
Organization is a group of people, working together for achieving a common goals and objectives. So it is also require to share the ideas, information for smooth running of Business or Organization.

In business management, ideas, objectives, orders appeals, observations, instructions, suggestions etc. have to be exchanged among the managerial personnel and their subordinates operating at different levels of the organisation for the purpose of planning and executing the business policies.

● Definition

"The imparting or exchanging of information by speaking, writing, or using some other medium and the successful conveying or sharing of ideas and feelings is known as communication."

"Communication is simply the act of transferring information from one place, person or group to another."

"Communication is the intercourse by word, letters or messages, intercourse of thoughts or opinions. It is the act of making one's idea as and opinions known to others."—Fred G. Meyer.

"Communication is the process of passing information and understanding from one person to another."—Keith Davis.

"Communication as any behaviour that results in an exchange of meaning."—The American Management Association.

"Communication may be broadly defined as the process of meaningful interaction among human beings. More specially, it is the process by which meanings are perceived and understandings are reached among human beings."— D.E. McFarland.

● Characteristics of communication

(1) Two way process

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. Hence it is a two way process.

(2) 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.

(3) A short-lived process

The process of communication lasts as longer the other person understands the idea what is being communicated and what is being received.

(4) Needs proper understanding

An effective communication needs mutual and proper 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. There may be numerous medias of communication but the main purpose of conveying the message is the proper understanding of message by others.

(5) Leads the achievement of the organizational objective

Communication helps to align workers to work with one another and to achieve the objective of the organization, which means objectives, can be in the target, attained and improved. Without workplace communication, nothing can be done.

(6) Dispels misunderstanding

The only sure solution to avoiding misunderstandings is to communicate often. Communicate frequently. Communicate more than you think is necessary. The greater the communication between people, the greater the connection, the greater the understanding. Thus an effective communication with the help of right words, proper non-verbal symbols and clarity of message can dispel or reduce misunderstanding.

(7) 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.

(8) 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.

(9) 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.

● **Purpose of communication**

(1) Flow of information

The relevant information must flow continuously from top to bottom and vice versa. The staff at all levels must be kept informed about the organisational objectives and other developments taking place in the organisation. A care should be taken that no one should be misinformed. The information should reach the incumbent in the language he or she can understand better. The use of difficult words should be avoided. The right information should reach the right person, at right time through the right person.

(2) Co-ordination

It is through communication the efforts of all the staff working in the organisation can be coordinated for the accomplishment of the organisational goals. The coordination of all personnel's and their efforts is the essence of management which can be attained through effective communication.

(3) Learning management skills

The communication facilitates flow of information, ideas, beliefs, perception, advice, opinion, orders and instructions etc. both ways which enable the managers and other supervisory staff to learn managerial skills through experience of others. The experience of the sender of the message gets reflected in it which the person at the receiving end can learn by analyzing and understanding it.

(4) Preparing people to accept change

The proper and effective communication is an important tool in the hands of management of any organisation to bring about overall change in the organisational policies, procedures and work style and make the staff to accept and respond positively.

(5) Developing good human relations

Managers and workers and other staff exchange their ideas, thoughts and perceptions with each other through communication. This helps them to understand each other better. They realize the difficulties faced by their colleagues at the workplace. This leads to promotion of good human relations in the organisation.

(6) Ideas of subordinate encouraged

The communication facilitates inviting and encouraging the ideas from subordinates on certain occasions on any task. This will develop creative thinking. Honoring subordinates' ideas will further motivate them for hard work and a sense of belonging to the organisation will be developed. It will provide them with the encouragement to share

information with their superiors without hesitation. The managers must know the ideas, thoughts, comments, reactions and attitudes of their subordinates and subordinates should know the same from the lowest level staff of their respective departments.

● <u>Importance of communication</u>

(1) Base for action

Communication acts as a base for any action. Starting of any activity begins with communication which brings information necessary to begin with.

(2) Planning becomes easy

Communication facilitates planning. Planning is made easy by communication. Any type of information regarding the human resource requirement of each department of the organisation with their qualifications, the type and kinds of job etc. can be collected through communication which helps in human resource planning. Policies and programmes for their acquisition can be prepared and implemented. In the entire process communication plays a vital role, it also facilitates managerial planning of the organisation.

(3) Means of co-ordination

Communication is an important tool for coordinating the efforts of various people at work in the organisation.

(4) Aids in decision making

The information collected through communication aids in decision-making. Communication facilitates access to the vital information required to take decisions.

(5) Provides effective leadership

A communication skill bring manager near to his subordinates and exchange ideas and submits appropriate proposals, knows their opinions, seeks advices and make decisions. This enables a manager to win confidence of his subordinates through constantly communicating with them and removing probable misunderstandings. In this way he leads his people to accomplish the organisational goal.

(6) Boosts morale and motivation

An effective communication system instills confidence among subordinates and workers ensuring change in their attitude and behaviour. The main cause of conflict and dissatisfaction is misunderstanding which can be removed through communication skills. The removal of misunderstanding makes manager and his subordinates understand each other and create good industrial relations. This boosts up the morale of the people and motivates them to work harder.

● Principles of an effective communication

Lack of effective communication renders an organisation handicapped. So to have effective communication certain principles are to be followed.

(1) Clarity

The principle of clarity means the communicator should use such a language which is easy to understand. The message must be understood by the receiver. The words used should be simple and unambiguous. The language should not create any confusion or misunderstanding. Language is the medium of communication; hence it should be clear and understandable.

(2) Adequacy and consistency

The communicator must carefully take into account that the information to be communicated should be complete and adequate in all respect. Inadequate and incomplete message creates confusion and delays the action to be taken. The adequate information must be consistent with the organizational objectives, plans, policies and procedures. The message which is inconsistent may play havoc and distort the corporate interests.

(3) Integration

The principle of integration portrays that through communication the efforts of human resources of the organisation should be integrated towards achievement of corporate objectives. The very aim of

communication is to achieve the set target. The communication should aim at coordinating the activities of the people at work to attain the corporate goals.

(4) Economy

The unnecessary use of communication system will add to cost. The system of communication must be used efficiently, timely i.e. at the appropriate time and when it is necessary. The economy in use of communication system can be achieved in this way.

(5) Feedback

The purpose of communication will be defeated if feedback is not taken from the receiver. The confirmation of the receipt of the message in its right perspective from its receiver fulfills the object of communication. The feedback is essential only in case of written communication and messages sent through messengers. In case of oral type of communication the feedback is immediately known.

(6) Need for communication network

The route through which the communication passes from sender or communicator to its receiver or communicate refers to communication network. For effective communication this network is essential. The managerial effectiveness will also depend upon the availability of adequate network.

(7) Attention

The message communicated must draw the attention of the receiver staff and ensure action from him in the right perspective. The efficient, sincere and prompt manager succeeds in drawing the attention of his subordinates to what he is conveying.

- **Benefits of Effective Communication**

(1) Lesser misunderstanding

An effective communication ensures active listening, clarity of thoughts and clearer messages and also it does not rely on third party, hence in this way an effective communication can reduce misunderstanding.

(2) Improve customer relationship

Good communication in the workplace isn't just relevant to employees of the organization. Effective communication also directly affects client relations. Organizations that communicate well with their customers or clients are more likely to build solid relationships and retain clients versus companies that don't prioritize client communication. Customers look for companies that value their relationship and keep them up-to-date on changes and are more loyal when they feel connected to these companies.

(3) Healthier business relationship

Effective communication strengthens the connections between a company and all of its stakeholders and benefits businesses in numerous ways: Stronger decision making and faster problem solving; earlier warning of potential problems; increased productivity and steadier workflow; stronger business relationships; clearer and more persuasive marketing messages; enhanced professional images for both employers and companies; lower employee turnover and higher employee satisfaction; and better financial results and higher return for investors.

(4) Quicker problem solving

The ability to communicate effectively plays a large role in resolving conflicts and preventing potential ones from arising. The key is to remain calm, make sure all parties are heard and find a solution that is ideal for everyone involved.

(5) Stronger decision making

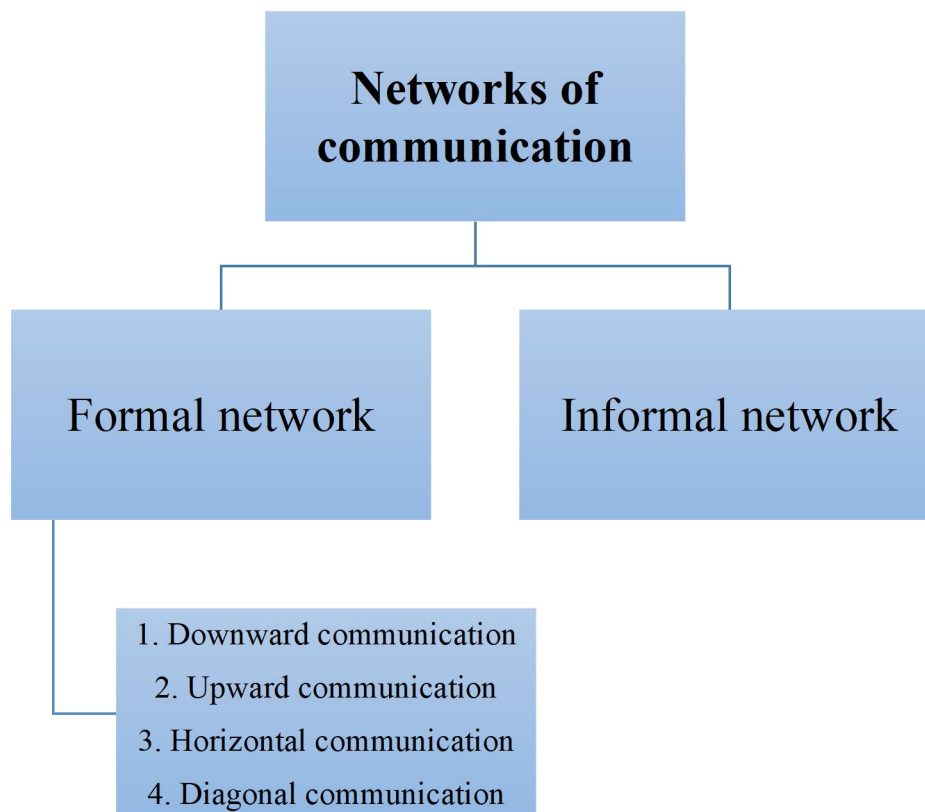Communication is a source of information to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.

(6) Enhanced professional image

Effective communication helps you to handle difficult situations without being manipulated and build better relationships with your boss, peers, colleagues and customers and enhances one's professional image at workplace.

● Communication networks of the organisation

A communication network refers to how information flows within the organization. Information within an organization generally flows through a system, rather than being a free flow. Communication networks are regular patterns of person-to-person relationships through which information flows in an organization. This means that the flow of information is managed, regulated. and structured. Communication networks may be formal or informal.

```
                    Networks of
                   communication

          Formal network        Informal network

          1. Downward communication
          2. Upward communication
          3. Horizontal communication
          4. Diagonal communication
```

(1) Formal Network

A formal communication network is one which is created by management and described with the help of an organizational chart. An organizational chart specifies the hierarchy and the reporting system in the organization. Therefore, in a formal network, information is passed on only through official channels such as memos, bulletins and intranet (email within the organization).

Communication through the organizational hierarchy and follow rules called formal communication.

1.1 Downward communication

This may be defined as information that flows from superiors to subordinates. The most common reasons for downward communication are for giving job instructions, explaining company rules, policies and procedures and giving feedback regarding job performance. A number of studies have indicated that regular downward communication in the form of feedback given to employees is the most important factor affecting job satisfaction. Therefore organizations today are trying to encourage more of this type of communication.

There are both benefits and disadvantages associated with this type of communication. Downward communication that provides regular feedback will be beneficial if the feedback or review of performance is constructive. A constructive review is one where a manager "counsels" an employee, or advises him on how to improve his performance. On the other hand, a destructive review can destroy employee morale and confidence. Regular downward communication also creates a climate of

transparency or openness, where information is passed on through official channels, rather than through rumors.Thirdly, downward communication boosts employee morale, since it indicates that management is involved in their progress.

The problems with this type of communication are the danger of doing destructive reviews, as mentioned, and that of "message overload." This means that superiors many sometimes burden their subordinates with too many instructions, leading to confusion.

1.2 Upward communication

This may be defined as information that flows from subordinates to superiors. Some of the reasons for upward communication include discussing work related problems, giving suggestions for improvement and sharing feelings about the job and co-workers.

This type of communication has both benefits and disadvantages. One of the biggest benefits is problem-solving. Once a subordinate has brought a problem to his superior's notice, chances are that the problem will not recur, since the subordinate learns from his superior how to tackle it the next time. Thus, his ability to solve new problems and therefore his managerial ability, improves. Another benefit that could arise from upward communication is that valuable ideas and suggestions may sometimes come from lower level employees. Therefore organizations should encourage this kind of communication. A third benefit is that employees learn to accept the decisions of management and thereby work as a team.

The biggest problem associated with this type of communication is that it may lead to "handing down" of decisions by superiors. When subordinates frequently seek the superior's guidance, the latter may adopt an authoritarian approach and merely give instructions, disregarding the subordinate's opinion completely.

1.3 Horizontal communication

This type of communication is also known as "lateral" communication. It may be defined as communication that takes place between co-workers in the same department, or in different departments, with different areas of responsibility. For example, Sales Managers and Advertising Managers in the Marketing department, or Marketing Managers and Finance Managers. The reasons for this type of communication are for coordination of tasks, sharing of information regarding goals of the organization, resolving interpersonal or work related problems and building rapport.

The biggest potential benefit of horizontal communication is the sense of teamwork that is created. Regular communication of this type ensures that all co-workers work together towards achieving a common goal in the overall interest of the organization. The biggest potential problem is that conflicts such as ego clashes are bound to arise, when co-workers at the same level communicate on a regular basis.

In spite of these problems, horizontal or lateral communication has become more important in today's business scenario than upward or downward communication. This is because the "organizational pyramid"

indicating the different hierarchies or levels in an organization has flattened. This is illustrated by the diagrams given below.

1.4 Diagonal communication

Diagonal communication is a sort of hybrid between vertical and horizontal communication. It's a direct dialogue between employees of differing ranks who are not in the same chain of command. For example, a software developer might collaborate with a marketing manager to better understand product needs and positioning.

(2) Informal Network

Another name for informal networks is the "grapevine". In this type of network, information does not flow in a particular direction, as we have seen with formal networks. The information is also not passed on through official channels such as memos, notices or bulletin boards. The information need not be circulated within the organization, but could be passed on outside the work environment, wherever co-workers or colleagues meet socially. Thus, informal networks are based more on friendship, shared personal or career interests.

Example – Co-workers may meet outside the work environment at a company picnic, party or a car pool and discuss areas of common interest that may or may not be work related. Information may then be passed on to each other about happenings in the company, such as layoffs, the company's plans for acquisitions and so on.

This type of informal network is not just for idle rumors and may be useful in many ways. First of all, it sometimes fills in the "transparency gaps" left by formal networks. Such gaps usually occur during times of crisis such as strikes or layoffs. The strikes and layoffs may not be officially announced. Secondly, it may help to confirm important information, such as the fact that the company is going in for a major acquisition. Thirdly, the grapevine can be used for a constructive purpose by the organization.

● <u>Process of communication</u>

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame.

The process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace. The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback.
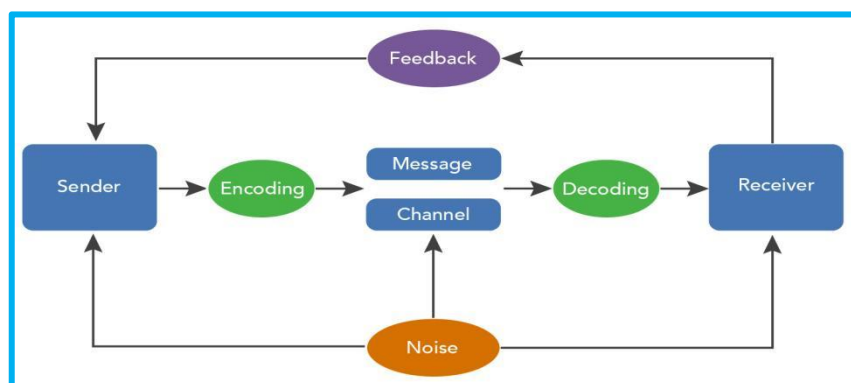
➢   Any communication process consists out of the following parts:

Step-1– Starts with idea generation.

Step-2– The sender now encodes the idea in to a message.

Step-3– Sender sends message through a suitable channel.

Step-4– Receiver receives the message.

Step-5– Message is decoded.

Step-6– Receiver provides feedback.

(1) Sender:

The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.

(2) Encoding:

The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.

(3) Message:

Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.

(4) Communication Channel:

The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.

(5) Receiver:

The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.

(6) Decoding:

Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.
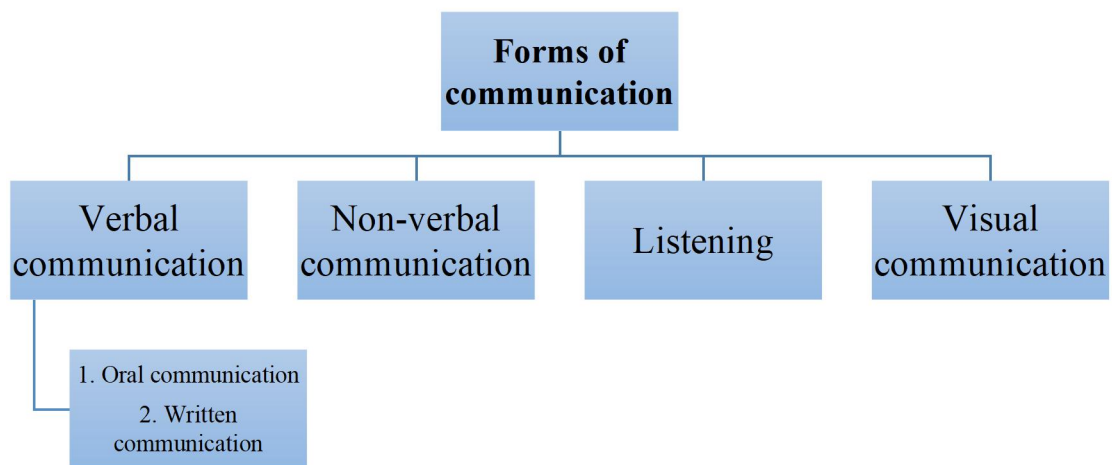
(7) Feedback:

The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

(8) Noise:

The Noise shows the barriers in communications. There are chances when the message sent by the sender is not received by the recipient.

● **Forms of communication**

```
                    ┌─────────────────────┐
                    │      Forms of        │
                    │   communication      │
                    └──────────┬───────────┘
        ┌──────────────┬───────┴───────┬──────────────┐
┌───────────────┐┌───────────────┐┌───────────┐┌───────────────┐
│    Verbal     ││  Non-verbal   ││ Listening ││    Visual     │
│ communication ││ communication ││           ││ communication │
└───────┬───────┘└───────────────┘└───────────┘└───────────────┘
        │
┌───────────────────┐
│1. Oral communication│
│    2. Written       │
│   communication     │
└───────────────────┘
```

(1) Verbal communication

Verbal communication is the use of words to convey a message. Some forms of verbal communication are written and oral communication.

Words play a crucial role in communication process, to transmit the message in the way it is intended to be conveyed. When words are used in the process of communication, it is known as verbal communication. Verbal transfer of information can be performed, orally or in written form.

1.1 Oral communication

Oral Communication is the process of conveying or receiving messages with the use of spoken words. This mode of communication is highly used across the world because of rapid transmission of information and prompt reply.

Oral communication can either be in the form of direct conversation between two or more persons like face to face communication, lectures, meetings, seminars, group discussion, conferences, etc. Or Indirect conversation, i.e. the form of communication in which a medium is used for interchange of information like telephonic conversation, video call, voice call, etc.

1.2 Written communication

Written Communication, on the other hand, is a formal means of communication, wherein message is carefully drafted and formulated in written form.

It is the most reliable mode of communication, and it is highly preferred in the business world because of its formal and sophisticated nature. The various channels of written communication are letters, e-mails, journals, magazines, newspapers, text messages, reports, etc.

(2) Non-verbal communication

Nonverbal communication, also called manual language, is the process of sending and receiving messages without using words, either spoken or written.

Nonverbal communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and body language. It includes the use of social cues, kinesics, distance and physical environments/appearance, of voice and of touch.

(3) 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. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

If there is one communication skill you should aim to master, then listening is it.

(4) Visual communication

Visual communication is one you may not have heard of, but it is one that complements the other types of communication well. Visual communication is delivering information, messages, and points by way of graphical representations, or visual aids.

Some commonly used examples are slide presentations, diagrams, physical models, drawings, and illustrations. When you use visual communication in addition to verbal, nonverbal, and written communication, you create a very effective way for your message to be heard and understood.

● **Difference between oral and written communication**

Sr. No.	Basis of difference	Oral communication	Written communication
1	Meaning	Exchange of ideas, information and message through spoken words is Oral Communication.	Interchange of message, opinions and information in written or printed form is Written Communication.
2	What is it?	Communication with the help of spoken words.	Communication with the help of text.
3	Literacy	Not required at all.	Necessary for reading and understanding message
4	Proof	No record of communication is there.	Proper records of communication are present.
5	Feedback	Immediate feedback can be given.	Feedback takes time.
6	Probability of misunderstanding	Very high	Quite less
7	Cost	It is less costly.	It is costly as compared to oral communication.
8	Flexibility	Oral communication is	Written

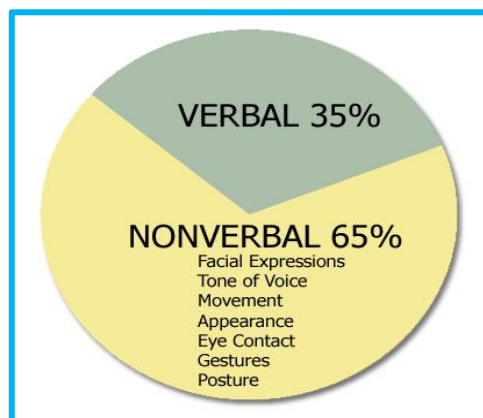|		highly flexible.	communication if rigid and inflexible.
9	Time taken	It takes less time to prepare and transmit message.	It takes more time to prepare and transmit message.
10	Legality	Oral communication can not act as legal evidence.	Written communication can act as a legal evidence.
11	Formality	It maintains an informal communication relationship.	It maintains a formal communication relationship.
12	Emotion	Oral communication is affected by emotion.	Written communication seldom affected by emotions.
13	Media	It uses telephonic or face-to-face communication.	It uses letters, memos etc. As a medium of communication.
14	Preservation of information	It is impossible to preserve information.	It is possible to preserve information.

MBA SEM 01
Module 01 Chapter 02

❀ NON-VERBAL COMMUNICATION ❀

● **Introduction**

It is the process of communication without words. It is transmission of message by some medium other then speech or writing. It is the process that use non-linguistic means to convey the message.

Nonverbal communication involves the conscious and unconscious processes of encoding and decoding. Encoding is defined as our ability to express emotions in a way that can be accurately interpreted by the receiver(s). Decoding is called "nonverbal sensitivity", defined as the ability to take this encoded emotion and interpret its meanings accurately to what the sender intended.

VERBAL 35%

NONVERBAL 65%
Facial Expressions
Tone of Voice
Movement
Appearance
Eye Contact
Gestures
Posture

● <u>Means of Non-Verbal Communication</u>

(1) Body language

All our body movements, gesture, posture eye contact are guided by our thought process. All these movements are the signals that our body sends out communicate. Nervousness, anger, fear, sympathy can be much better expressed through body language.

1.1 Head

✓ A head held up high sign of honour, self respect

✓ A head bent low sign of guilt, modesty

1.2 Facial Expression

✓ Love

✓ Anger

✓ Happiness

1.3 Eye Contact/Oculesics

✓ Fixed eye show concentration

✓ Raised eyes indicate fear or surprise

1.4 Gesture

The physical movement of various parts of body (like arms, legs, hands) are called gestures.

✓ Pounding fist on the table show 'anger'

✓ Arms spread apart indicates warm welcome

✓ Shuffling from one legs to another nervous

1.5 Posture

Postures includes how you stand and sit

✓ Standing and sitting erect, leaning forward or backward all convey the message.

✓ Person can make impression (positive/negative) through his body posture.

(2) Artifacts

Artifacts refers to how we react to people on the basis of their appearance. Use of the personal adornments (clothing, makeup) provides important nonverbal cues about one's age, culture, social and economic status.

The "material culture," that is, how we live, what we carry with us, and how we dress have been traditional focuses of anthropology and ethnology. Increasingly, however, attention has been paid to these issues also in intercultural communication, and related areas such as intercultural marketing.

(3) Proxemics

It refers to the space that exists between us when we talk or relate to each other and the way we organize space around us like,

Proxemics can be one criteria for the classification of nonverbal communication: We talk about contact and low-contact communication. Proximity is communicated, for instance, through the use of space, distance, touching, and body position. The use of space, the physical distance between people, and the options for touch are closely related and

culture specific. Hall distinguishes four types of informal distances: public, social-consultative, personal and intimate distance. Personal distance is common in communication between friends. Social-consultative distance is used in professional and unofficial social occasions. People from different cultural backgrounds can for example value personal space differently.

- ✓ Intimate – physical contact to 18 inches
- ✓ Personal- 18 inches to 4 feet
- ✓ Social – 4 to 12 feet
- ✓ Public:- 12 feet to as far as we can see or hear

(4) Haptics

Haptic communication is a branch of nonverbal communication that refers to the ways in which people and animals communicate and interact via the sense of touch. Touch is the most sophisticated and intimate of the five senses.

Handshakes, holding hands, back slapping, high fives, brushing up against someone or pats all have meaning. It reveals our perception and attitudes.

(5) Silence

Silence generally means the absence of any kind of noise. But in communication, it is seen as an absence of speech. So, the absence of speech doesn't mean that the person is not communicating with the other person. Silence is a very powerful form of communication. Depending on the situation, the meaning of silence differs on each occasion.

Silence is not simply an absence of noise or doesn't mean 'nothing' but constitutes a part of communication as important as speech. It effectively communicate a number of responses like respect, lack of interest.

● **Paralanguage**

Paralanguage is the technical term for the voice cues that accompany spoken words. It is concerned with the sound of the voice and the range of meanings that people convey through their voices rather than the words they use.

It is separate from actual language. There are some non-verbal symbols closely associated with verbal communication. It has a powerful effect on the meaning of a sentence. Various acoustic properties of speech such as tone, pitch and accent, collectively known as prosody.

➢ The linguist George L. Trager developed a classification of voice set, voice qualities, and vocalization:

(1) The **voice set** is the context in which the speaker is speaking. This can include the situation, gender, mood, age and a person's culture.

(2) The **voice qualities** are volume, pitch, rhythm, articulation, resonance, nasality, and accent. They give each individual a unique 'voice print'.

(3) **Vocalization** consists of three subsections: characterizers, qualifiers and segregates:

✓ **Characterizers** are emotions expressed while speaking, such as laughing, crying, and yawning.

✓ A **qualifier** is the style of delivering a message — for example, yelling "Hey stop that!", as opposed to whispering "Hey stop that".

✓ Vocal **segregates**, such as "uh-huh", tell the speaker that the listener is actually listening.

● <u>**Role of verbal communication**</u>

(1) Talks a lot about the image of the company

The first and foremost point in understanding the Importance of Verbal Communication is that it helps to build a positive image of the organization in the industry as a whole. The industry covers customers, vendors, investors, partners, government authorities, competitors, and other stakeholders of the firm with whom the management and staff have to deal on a day to day basis. Hence, it is very crucial to have clear and transparent channels of verbal communication.

(2) The flow of thoughts and ideas

Having a clear and transparent verbal communication with the high confidence levels during the team meeting or during an offsite with the managing director of your company or with your peers and contemporaries elevates the flow of thoughts and ideas. Right from the flow of novel ideas, breakthrough concepts, innovative ways of promotions, and new marketing channels; a lot is explored by realizing the Importance of Verbal Communication.

(3) Ensures job satisfaction

When we talk about the standpoint of a relationship between an employer and the employee, having a clear communication between the above mentioned two parties elevates the satisfaction and confidence level of the employee. The employer has to make his employee understand his merits and demerits at work so that he can amp up his game and iron out his flaws and work on the issues if any. It also increases the confidence levels resulting in the boost of productivity at work.

(4) Breaks cultural differences

Realizing the Importance of Verbal Communication is quite very imperative for the multinational companies or the businesses dealing with international investors and stakeholders. As a clear communication barrier between the two parties from the diverse religions and cultures can have adverse effects on one's emotional sentiments and work as a deal breaker.

(5) Saves time

When a team member beats around the bush and is not clear with his communication whilst working on a project that has stringent deadline can result in wastage of time, energy, and efforts. In such situations when the time is less and work is more, each and every team member has to ensure that the communication is authentic, clear, and to the point to make a win-win situation for one and all.

(6) Mark of Confidence

When a person is crystal clear and confident the way he communicates with someone verbally and non-verbally, it showcases his mark of confidence. And this quality and ethics make him embark on the journey of success, glory, and fame at each and every endeavor of personal and professional life.

(7) Helps to persuade

When you have strong verbal communication skills, you automatically gain to power to persuade or influence someone at your workplace as well as in your personal life. It is also regarded as a great marketing technique and is a must to be possessed by the ones who in the stream of sales.

(8) Positive Environment

If each and every team member duly understands the Importance of Verbal Communication as a part of his duty can have a huge impact on the overall environment. There are always big or small glitches and hitches between the team members at work or even between inter departments, but a clear verbal communication has an innate power to solve even the biggest of the issue with ease. It also helps to build strong and fruitful relationships with your workmates even in personal life.

(9) Expands your horizons

When you follow the rules and Importance of Verbal Communication, you are not confined to one job role and responsibility or a single industry domain. For example, if you are able to sell a real estate apartment in an effective manner, you can also sell luxury watches

through your efficient verbal communication skills. Always make a note that it is your interpersonal skills and passion to excel make you go places and attain the pinnacle of success and glory.

● Role of non-verbal communication

(1) Complementary

Non-verbal cues complement a verbal message by adding to its meaning. You can pat someone you offended at the back as you say sorry to him or her.

(2) Easy presentation

Information can be easily presented in non-verbal communication through using visual, audio-visual and silent means of non-verbal communication.

(3) Substituting

Non-verbal message may substitute for the verbal message especially if it is blocked by noise, interruption, long distance etc. for example: gestures-finger to lips to indicate need for quite, facial expressions- a nod instead of a yes.

(4) Accenting

It is often used to accent a verbal message. Verbal tone indicates the actual meaning of the specific words.

(5) Help to illiterate people

This type of communication use gestures, facial expressions, eye contact, proximity, touching etc. and without using any spoken or written word. So, it is very much helpful for illiterate people.

(6) Help to handicapped people

Non-verbal cues of communication greatly help in handicapped people especially to deaf people. Deaf people are exchange message through the movements of hands, fingers, eye ball etc.

(7) Attractive presentation

Non-verbal communication is based on visual, picture, graph, sign etc. that can be seen very much attractive.

(8) Reducing wastage of time

The message of non-verbal communication reached the receiver very fast. For this reason it reduces the wastage of valuable time of the communicator.

(9) Quick expression of message

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

● Disadvantages of non verbal communication

(1) Vague and imprecise

No dictionary can accurately classify them. Their meaning varies not only by culture and context but by the degree of intention.

(2) Culture-bound

Gestures seen as positive in one culture (Like the thumbs-up gesture in the USA) may be seen as obscene in another culture.

(3) Long conversations are not possible

In non-verbal communication, long conversation and necessary explanations are not possible. No party can discuss the particular issues of the messages.

(4) Difficult to understand

Since it uses gestures, facial expressions eye contact, touch etc. for communicating with others which may not be understandable for the simple and foolish people.

(5) Distortion of information

It uses many non verbal cues that have different meaning, according to difference perception of people. So it may distort information from it's actual meaning.

(6) Multi-channel

while watching someone's eyes, you may miss something significant in a hand gesture. Everything is happening at once and therefore it may be confusing to try to keep up with everything.

● Tips for effective use of Non-verbal Communication

✓ Observe and understand the non-verbal signals being sent your way on a moment-to-moment basis.

✓ Use good eye contact

✓ Stop what you were doing when your listeners look glassy-eyed or bored

✓ Use the tone of your voice the way a musician uses an instrument

✓ Adopt the most appropriate postures that suits the occasion

✓ Express gratitude to you audience when they are being attentive and responsive

✓ Understand the cultural nuances of the various forms of non-verbal communication

● Problems in Communication

✓ Lack common language

✓ Difference in knowledge level

✓ Difference in Perspective

✓ Strong Emotion (hate, anger)

✓ Self centeredness

   what is in it for me??

✓ Plain laziness

   When we prepare a speech, at least we have rough idea of the listeners, what they are looking for, etc..

MBA SEM 01
Module 01 Chapter 03

❈ BARRIERS TO COMMUNICATION ❈

● **Introduction**

The barriers means a thing that makes communication difficult or impossible. It is hurdles and problems which affects the transmission of information from sender to the receiver in the communication process. Leads to misunderstanding in communication. Large number of organizational problems causes of communication barriers. Necessary to understand these barriers and take a workable steps to overcome them.

Barriers of Communication: This far we have seen what we mean by the process of communication. But, at times even after taking care of every other detail some misunderstandings arise. So, to eliminate these misunderstandings, we have to understand the most common barriers to effective communication. Let us see what these Barriers of Communication are!

➢ **Barriers can be classified into five groups**
- ✓ Physical barrier
- ✓ Psychological barrier
- ✓ Semantic barrier
- ✓ Organizational barrier
- ✓ Interpersonal barrier

(1) Physical barrier

A physical barrier to communication can be defined as an element or a physical factor that acts as a distraction to hinder the flow of communication. A physical barrier can be natural or human-made and is easy to spot.

Insufficiently insulted rooms, sounds or any physical disturbance which distracts the attention. Unsuitable gestures and body language for example playing with a pen in the hand or playing with key etc can create a physical barrier.

Noise, bad architecture and closed doors are all physical barriers to listening. Even a network disturbance due to a thunderstorm can be considered as one of the examples of physical barrier. It can also be invisibility, environmental or physical discomfort etc.

(2) Psychological Barrier

Psychological barriers are due to the emotional character and mental limitations of human beings. These barriers result in absent-mindedness, the fear of expressing one's ideas to others, excitement and emotional instability—all accounting for an overwhelming number of communication problems. Mental turbulence of any type which distracts from paying attention to the message.

Any psychological state can affect your ability to send and receive a message. This is due to the way your mind works and the way that this affects your behaviour. For example, when you are upset, you will have a hard time listening effectively to a message.

Psychological needs and feelings are the prime barriers to the organizational communication process where both interactant—the sender and the receiver—could be affected.

(3) Semantic barrier

Semantic barriers to communication are the symbolic obstacles that distorts 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.

Selection of unsuitable words, improper sentence formation, imprecise and ambiguous sentences can prove to be detrimental to effective communication.

Language barriers are known as semantic barriers. If receiver is not able to comprehend message that sender want to convey, it creates language barrier.

Absence of clarity and precision can be resulted in badly expressed message. It is generally due to polysemic feature of language. When we use same word in different way or different words in same way.

For example, **Charge**

- ✓ A price asked for goods and services
- ✓ A claim
- ✓ Responsibility of somebody/something
- ✓ Task or duty

(4) Organisational barriers

An organization is a collection of people who work together to achieve a common objective. Organizational barriers hinder effective communication between the members of the organization.

In an organization Opens in new window, if the chain of command is not established or there is a lack of proper management/supervision, it is quite possible that there will be a lack in clarity regarding roles and responsibilities. This would make the staff uncertain about what is expected of them, thus, hindering communication

In formal channel the message takes too much time as it passes from several people so before it reaches to the destination it can be distorted. It can create an organisational barrier.

(5) Interpersonal barriers

Interpersonal barriers are obstacles within the self that stop us from sending and receiving information effectively. Individuals have their own preconceptions due to their personality, education, experiences, culture and values. Not everyone interprets a message in the same way.

Emotions, positive and negative attitude of the sender and receiver, inattentive listening create communication barrier. As we all are different, our perception, our understanding, and our value systems are different than the others.

● How to overcome physical barriers

There are a lot of communication barriers faced these days by all. The message intended by the sender is not understood by the receiver in the same terms and sense and thus communication breakdown occurs. It is essential to deal and cope up with these communication barriers so as to ensure smooth and effective communication.

As, in the previous section we have discussed the major barriers of communication. Let's talk about how to overcome these barriers of communication.

➢ How to overcome physical barriers

As we can see, a physical barrier can prevent people from hearing information or interpreting gestures. However, such a barrier can be overcome to restore effective communication. Let's see how we can overcome physical barriers:

(1) Closed workspace are outdated as they significantly affect the flow of information. With collaborative communication being the new mantra, organizations must shift to an open office space to prevent communication limitations. It's important to change or renovate workplaces to suit such an approach.

(2) Try to communicate personally as much as possible. A face-to-face conversation enables both parties to communicate effectively as it allows them to listen clearly and read body language as well. This reduces the chances of misunderstandings.

(3) Resort to video calls and conferences in the absence of personal communication. Video communication is the next best thing to a face-to-face conversation as it's proven that communication is smooth when both parties can see each other. Unlike a phone call, a video call allows both parties to read expressions and gestures, which aids the communication process.

(4) Construct precise messages when time is limited. The correct format can make messages short, concise and full of crucial information. The structure of a message is fundamental when communicating under limited time.

(5) Reduce noise as much as possible. Treat the workplace to insulate it from loud sounds. Sound-proofing is an essential part of eliminating noise. Periodically check communication devices such as phones and computers for faults and disturbances.

(6) Make sure there's enough space on the computers and storage space for hard copies. Keep fully functioning fax machines to receive information seamlessly and working printers to make copies for the team. Organizations have to know how to handle vast amounts of data regularly.

(7) Make sure there are no misrepresentations or misinterpretations. Hire translators, coders and special interpreters to decode messages. A successful organization should have the means to even read Braille or interpret messages from people with speech disabilities.

➢ How to overcome psychological barriers

To overcome emotional barriers within the workplace, here are some helpful hints:

(1) Angry people have difficulty processing logical statements, limiting their ability to accept explanations and solutions offered by others. With this in mind, remove yourself from communication until you feel you can collect your thoughts, think clearly and hold back potentially hurtful and undue comments.

(2) The drive to win every argument or get the last word often spawns from overcompensation, or trying to cover emotional insecurities with a sense of superiority. Other people might find you easier to communicate with when you accept your imperfections from time to time.

(3) While a mental health professional should address anxiety disorders such as post-traumatic stress disorder or phobias -typical anxiety, like the anxiety you feel before giving a speech -can be managed with relaxation exercises.

➢ How to overcome semantic barriers

Being clear, specific and straightforward are sometimes the easiest ways to overcome semantic barriers. But this isn't always possible. Here are some ways to achieve it:

(1) Hold the sarcasm and the coded messages. Express expectations clearly to eliminate the chance of misinterpretation.

(2) Communication can be improved by establishing standards for meetings, documentation and training so that everyone knows what is going on. Putting things down in writing is often the best way to avoid uncertainty. Make it a part of project management and reporting structures.

(3) The best way to establish context is to listen carefully. This involves acknowledging the fact that the other person is talking or expressing how they're feeling. This will help to reduce communication barriers. Those who are good at listening will note and retain information for recall, discard irrelevant information quickly and in doing so will ensure that they understand what was said. It's a habit worth cultivating.

(4) Just like countries and regions have a culture, so too do different organizations. They might use specific words, jargon and acronyms. If an employee is new to the system, or the jargon is in a language they aren't comfortable with, they may miss the meaning. Establish a shared understanding of this kind of terminology for ease of communication.

(5) Facial expressions and gestures can help to overcome semantic barriers of communication because they help to clarify meaning.

(6) There's no better antidote to semantic and cultural barriers than curiosity about the world. Employees dealing with people across geographies should be aware of the different cultures at play. It'll help them understand and deal with different situations.

(7) Assumptions are the enemy of clarity. Don't assume meaning. If ever in doubt, ask clarifying questions.

➢ How to overcome organisational barriers

Addressing organizational barriers to communication isn't easy, but it can be done with the right interventions. It involves taking a step back and analyzing the situation. It's important that employees and managers receive guidance on how to communicate within an organization. Here's how:

(1) Sometimes the cause of an organizational barrier is failing trust. If employees are hesitant to speak up, it might be because they fear the consequences of being wrong. This is a recipe for disaster. Big thinking can only thrive in a space where it's okay to fail. Create an open system for evaluation where everyone understands their performance appraisal criteria. Be clear that they won't be punished for speaking their minds.

(2) How can employees engage in communication with each other and listen to what the other person is trying to say? We can achieve it by making sure that every employee understands the importance of listening. They need to make others feel valued and important. They also need to shut out any distractions which may be affecting them from engaging with each other.

(3) To avoid having an organizational barrier, it's important that communication isn't just a casual discussion between employees within the organization. It should be treated as an essential component within the organization and its systems.

(4) One of the surest ways to improve communication is to put a system in place. Hoping that employees are comfortable with each other and work well together isn't enough insurance against an organizational barrier. By providing them with tools to make them engage in communication and work better together, success will follow.

(5) Make sure everyone is on board with organizational culture. The set of values, norms, attitudes and beliefs which an organization shares with its employees will get everyone on the same page. This shared organizational culture will help employees communicate easily with each other and external stakeholders as well.

(6) One of the best methods of protecting against an organizational barrier is by tackling the problem in a direct manner. For example, if barriers to communication are being caused by an individual's personal problems or by lack of communication skills, they can be addressed on a personal level.

(7) Providing more authority and responsibility to employees will make them feel more comfortable in their work and it'll also empower them. It'll make them feel like they're important to the organization and that their opinions, ideas and suggestions are welcome. This confidence makes for more seamless communication.

➤ How to overcome interpersonal barriers

Whether you're struggling to reach out to others or you're dealing with someone who seems difficult to connect with, there are many things you can practice to improve the situation.

(1) Break down your conversation into its simplest parts and try again. We all come with our own biases, backgrounds, and interpretations of the world, and it's easy for two people to have entirely different views of the conversation at hand. Leave as little up to interpretation as possible, and stick to the facts.

(2) When we're struggling to communicate, we often spend too much time focusing on our own words and not enough time listening and responding. Next time you find yourself in conflict with someone, try asking questions and actively listening to the answer.

(3) The hardest part of working through a communication barrier is keeping your frustrations in check. Remember, you're not going to get your point across any clearer by seeming annoyed. Stay calm, and most importantly, be patient. Give the conversation that time it needs.

(4) Don't be afraid to share constructive criticism when it would genuinely help the other person communicate more productively with others.

(5) When you don't understand someone else's perspective or method, don't assume yours is the right one. Instead of trying to take over or undermine others, be honest and humble. Let them know you're unfamiliar with their approach and genuinely want to know more. If the other person is making a mistake, they're more likely to be receptive to your suggestions after you make an effort to understand them.

● **7 C's of communication**

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

(1) Completeness

The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly.

➢ **A complete communication has following features:**
- ✓ Complete communication develops and enhances reputation of an organization.
- ✓ Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- ✓ A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- ✓ Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- ✓ It persuades the audience.

(2) Conciseness

Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. If you want your message to be read by busy people, make them concise.

➢ **Concise communication has following features:**

✓ It is both time-saving as well as cost-saving.

✓ It underlines and highlights the main message as it avoids using excessive and needless words.

✓ Concise communication provides short and essential message in limited words to the audience.

✓ Concise message is more appealing and comprehensible to the audience.

✓ Concise message is non-repetitive in nature.

(3) Consideration

Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete.

➢ **Features of considerate communication are as follows:**

✓ Emphasize on "you" approach.

✓ Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.

✓ Show optimism towards your audience. Emphasize on "what is possible" rather than "what is impossible". Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

(4) Concreteness

Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence.

➢ **Concrete message has following features:**
 ✓ It is supported with specific facts and figures.
 ✓ It makes use of words that are clear and that build the reputation.
 ✓ Concrete messages are not misinterpreted.

(5) Clarity

Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. your message need to be clear if they are to be effective.

➢ **Clarity in communication has following features:**
 ✓ It makes understanding easier.
 ✓ Complete clarity of thoughts and ideas enhances the meaning of message.
 ✓ Clear message makes use of exact, appropriate and concrete words.

(6) Courtesy

Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.

Being aware of perspectives of others & their feelings makes a person courteous.

➢ **Courteous message has following features:**

✓ Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.

✓ Courteous message is positive and focused at the audience.

✓ It makes use of terms showing respect for the receiver of message.

✓ It is not at all biased.

(7) Correctness

Correctness in communication implies that there are no grammatical errors in communication. Use of proper grammar, punctuation & spelling, Use of right level of language makes a message correct.

➢ **Correct communication has following features:**

✓ The message is exact, correct and well-timed.

✓ If the communication is correct, it boosts up the confidence level.

✓ Correct message has greater impact on the audience/readers.

✓ It checks for the precision and accurateness of facts and figures used in the message.

✓ It makes use of appropriate and correct language in the message.

Awareness of these 7 C's of communication makes you an effective communicator.

MBA SEM 01
Module 01 Chapter 04

❈ ATTRIBUTES OF PERSONALITY BUILDING ❈

● Introduction

Personality is the characteristic sets of behaviours, cognitions and emotional patterns that evolve from biological and environmental factors.

Personality refers to individual differences in characteristic patterns of thinking, feeling and behaving.

When we observe people around us, one of the first things that strikes us is how different people are from one another. Some people are very talkative while others are very quiet. Some are active whereas others are couch potatoes. Some worry a lot, others almost never seem anxious. Each time we use one of these words, words like "talkative," "quiet," "active," or "anxious," to describe those around us, we are talking about a person's personality.

Personality refers to an individual's characteristics, style, behavior, mindset, attitude, his own unique way of perceiving things and seeing the world. Genetic factors, family backgrounds, varied cultures, environment, current situations play an imperative role in shaping one's personality.

Effective Communication skills play a crucial role in honing one's personality.

● **What is personality development**

Personality development encompasses the dynamic construction and deconstruction of integrative (combination of two or more things) characteristics that distinguish an individual in terms of interpersonal behavioural traits.

● **Personality traits:**

Although there are many ways to think about the personalities that people have, Gordon Allport and other "personologists" claimed that we can best understand the differences between individuals by understanding their personality traits. Personality traits reflect basic dimensions on which people differ.

● **Types of personality traits**

Broadly there are five parameters which describe an individual's personality. These five dimensions are also called as "Big Five" Factors, and the model is referred to as Five Factor Model also abbreviated as FFM.

The Five Factor Model was initially proposed by Costa & McCrae in the year 1992 and often describes the relation between an individual's personality and various behaviours.

➢ **Following are five personality traits of an individual:**

O - Openness to experience

C - Conscientiousness

E - Extraversion

A - Agreeableness

N – Neuroticism

(1) Openness to experience

Individuals with openness to experience are generally very active, have a tremendous inclination towards creativity and aesthetics and listen to their heart i.e. follow their inner feelings. Such individuals are generally open to new learnings, skill sets and experiences. People who score high on openness are quite broadminded and modern in their outlook as compared to individuals who score low on the same parameter. Such individuals are conservative, reluctant to changes and have a traditional approach in life.

(2) Conscientiousness

Conscientiousness is the personality trait of being careful, or diligent. Conscientiousness implies a desire to do a task well, and to take obligations to others seriously. They exhibit a tendency to show self-discipline, act dutifully, and aim for achievement; they display planned rather than spontaneous behavior; and they are generally dependable.

Such individuals are extremely cautious and self disciplined. They never perform any task in haste but think twice before acting. People with this personality trait are generally methodical and tend to become perfectionists in the long run.

People who score high on conscientiousness are proactive, goal oriented and self disciplined. They strive hard to accomplish goals and objectives within the stipulated time frame. Individuals who score less are little laid back and are not much goal oriented.

(3) Extraversion and Introversion

Extraversion: Extraversion refers to a state where individuals show more concern towards what is happening outside. Such individuals love interacting with people around and are generally talkative. They do not like spending time alone but love being the centre of attraction of parties and social gatherings. Such individuals love going out, partying, meeting people and often get bored when they are all by themselves. They admire the company of others and hate staying alone.

Introversion: Introversion, on the other hand refers to a state when an individual is concerned only with his own life and nothing else. Such individuals do not bother about others and are seldom interested in what is happening around. They prefer staying back at home rather than going out and spending time with friends. Such individuals speak less and enjoy their own company. You would never find them in meetings, clubs, parties or social get-togethers. They generally do not have many friends and tend to rely on few trusted ones.

(4) Agreeableness

Agreeableness is a personality trait which teaches individuals to be adjusting in almost all situations. Such individuals do not crib and face changes with a smile. They accommodate themselves to all situations and are friendly and kind hearted. People who score high on agreeableness are ready to help others and flash their trillion dollar smile whenever a problem arises. Individuals who score low on agreeableness on the other hand find difficulties in adjusting with others and are little unfriendly.

(5) Neuroticism

Neuroticism is a trait where individuals are prone to negative thoughts such as anxiety, anger, envy, guilt and so on. Such individuals are often in a state of depression and do not how to enjoy life. They always look at the negative sides of life and find extremely difficult to cope up with stress.

Big 5 Trait	Definition
Openness	The tendency to appreciate new art, ideas, values, feelings, and behaviors.
Conscientiousness	The tendency to be careful, on-time for appointments, to follow rules, and to be hardworking.
Extraversion	The tendency to be talkative, sociable, and to enjoy others; the tendency to have a dominant style.
Agreeableness	The tendency to agree and go along with others rather than to assert one's own opinions and choices.
Neuroticism	The tendency to frequently experience negative emotions such as anger, worry, and sadness, as well as being interpersonally sensitive.

● Role of effective communication to build up personality

➢ Effective Communication skills play a crucial role in constructing one's personality.

- ✓ Communication helps individuals to express themselves in the most convincing way.
- ✓ People with great communication skills tend to have a better and impressive personality
- ✓ Effective communication skills strengthen the bond among individuals.
- ✓ Speak convincingly so that the other person understands what you intend to communicate.
- ✓ Speaking slowly always helps as it allows you to find appropriate words.
- ✓ Take care of your body language.
- ✓ Be very particular about the pronunciation of words.
- ✓ It is important to be a good and patient listener for effective communication skills.

MBA SEM 01
Module 02 Chapter 01

❊ LISTENING ❊

● Introduction

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. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated. If there is one communication skill you should aim to master, then listening is it.

Listening is so important that many top employers provide listening skills training for their employees. This is not surprising when you consider that good listening skills can lead to better customer satisfacti00on, greater productivity with fewer mistakes, and increased sharing of information that in turn can lead to more creative and innovative work. Many successful leaders and entrepreneurs credit their success to effective listening skills.

According to a survey of top blue chip company in India on how members spent their time communicating:

- ✓ 63% spent in listening to one another
- ✓ 4% reading
- ✓ 11% writing
- ✓ 22% speaking

Undoubtedly, if people are bad listeners, they will also made bad communicator , So listening is an important aid to communication.

● <u>Listening is Not the Same as Hearing</u>

Hearing refers to the sounds that enter your ears. It is a physical process that, provided you do not have any hearing problems, happens automatically. Listening, however, requires more than that: it requires focus and concentrated effort, both mental and sometimes physical as well.

Listening means paying attention not only to the story, but how it is told, the use of language and voice, and how the other person uses his or her body. In other words, it means being aware of both verbal and non-verbal messages. Your ability to listen effectively depends on the degree to which you perceive and understand these messages.

● <u>What does LISTENING mean?</u>

Listening might be defined as the art of hearing and understanding what someone is saying.

➢ Each letter of word 'Listen' will guide you towards becoming a better listener.

✓ **Look:-**

Your understanding from listening will improve if you can see the order and consistency in the speech/talk and anticipate the next topics or words.

✓ **Identify:-**

Why, what the instructor is saying is important to you. You need a reason for wanting to listen.

✓ **Set-up:-**

Set-up your position to maximize the possibility of listening and staying in touch with the lecture. Your eyes, ears, and brain.

✓ **Tune in:-**

Learn to increase your attention span by timing just how long you can concentrate before you think of something else.

✓ **Examine:-**

Examine the context and the main points of the speech. Check the agenda of the speaker. Ask the speaker about the topic that are going to be covered each day. By skimming the topics in advance you can get a general idea about the facts and ideas to be covered.

✓ **Note:-**

Taking notes while you listen will improve your concentration. The very act of taking notes may help you stay alert.

● **Definition**

Listening is a process of receiving, interpreting and reacting to the messages received from the communication sender.

● Process of listening

✓ **Step 1- Sensing/Selecting stage**

Listener selects, from multiple stimuli the one that seems important at that point of time & converts in to a message.

✓ **Step 2- Interpreting stage**

Listener then decodes the message , in this stage the barriers might be felt to the listener.

✓ **Step 3- Evaluating stage**

The most critical stage of listening . In this stage listener assigns meaning to the message, draw inferences, takes an overview of the messages and seeks accuracy of information & evidence.

✓ **Step 4- Responding stage**

Now the listener Is ready to respond , this is feedback stage and it is important for the audience and speaker also know whether listener understood or not from their non-verbal signals.

✓ **Step 5- Memory stage**

Final stage of listening , important for listener to test how much matter has been stored in memory. No matter, how brilliant a speaker is, Unfortunately only 10-25 % of a talk or presentation is been able to retained after one day.

- **Types of listening**

(1) Informative listening

In informative listening the listener's primary concern is to understand the meaning. Listeners are successful if the meaning assign to message is close as possible to the meaning that the sender intended.

When you want to learn something, you'll use informational listening to understand and retain information. It usually takes a high level of concentration to perform this type of listening. That's because you need to be highly engaged to understand a new concept.

The process of informational listening focuses on the ability of an individual to understand a speaker's message. It is a huge part of everyday life, and failing to understand the concept of informational listening can be very detrimental to one's quality of life.

Informational listening is considered a passive form of listening because the listener is not judging, critiquing, or evaluating the message. They're just listening to understand it.

Examples could include attending a lecture, watching an instructional video, attending a workshop, listening to a news broadcast, or listening to an instructional podcast.

- Three key variables are required in informative listening
  - Vocabulary

✓ Concentration

✓ Memory

(2) Attentive listening

Goal is to understand and remember what you are hearing.

The another goals of attentive listening are also giving a positive impression, demonstrating the care etc.

Attentive listening involves listening with all senses. As well as giving full attention to the speaker

➢ Skills used by attentive listeners

   ✓ Attention skill

   ✓ Following skill

   ✓ Reflecting skill

❖ **Attention skill**

➢ A posture of involvement:

   ✓ Inclining one's body toward the speaker

   ✓ Occasionally nodding your head

❖ **Following skills**

➢ Brief indicators that you are with them

   ✓ E.g. 'please go on', 'Hmmm', 'oh?', 'I see' 'I understand', 'really', 'sure' etc…

❖ **Reflecting skills**

➢ Re-stating what you believe on speaker's comment

   ✓ E.g. 'So you are suggesting that we change the proposal?'

✓ 'it sounds like you angry with your group members.'

(3) Relationship Listening

The purpose of relationship listening is to help an individual or to improve the relationship between people. A relational listening style means that when we listen to a message we tend to focus on what it tells us about our conversational friend/partners and their feelings. We engage in this type of listening when we are trying to focus on supporting another person or maintaining a relationship.

Example:- Therapeutic listening

- ✓ Counselors
- ✓ medical personnel
- ✓ or other professionals

➢ Three attributes are key for effective relationship listening

- ✓ Attending
- ✓ Supporting
- ✓ Empathizing

❖ **Attending**

Attending behavior is crucial in relationship listening. Non verbal cues indicates either you are attending or not. Eye contact is one of the most important factor in attending behavior.

❖ **Supporting**

➢ Three characteristic describes supportive listener

- ✓ Discretion:- being careful about what they say and do

✓ Belief:- expressing confidence in ability of the other

✓ Patience:- give the time to express adequately

❖ **Empathizing**

Empathetic listener is able to go into the world of another – to see as the other see, hears as the other hears, feel as the other feels. Empathetic listener become involved.

(4) Appreciative Listening

Appreciative listening is a type of listening behavior where the listener seeks certain information which they will appreciate, and meet his/her needs and goals. One uses appreciative listening when listening to music, poetry or the stirring words of a speech.

Unlike informative listening or relationship listening, appreciative listening does not rely on the message from the speaker it is how one responds as a listener. Our appreciation of what we hear will vary depending on our individual tastes, but will also be affected by three different factors.

➤ The quality of appreciative listening depends upon three factor

✓ Presentation

✓ Perception

✓ Previous experience

❖ **Presentation**

There are many different factors that encompass presentation including the medium, the setting and the style and personality of a presenter.

❖ **Perception**

As one is exposed to different experiences his/her perceptions can change. For example: individual's taste in music. We need to listen to various types of music to have a preference over other types and appreciate them.

❖ **Previous experience**

Some of our perceptions are clearly influenced by our previous experience and impact on whether or not we enjoy listening to something, or whether we are even willing to listen. Whether our memories evoke pleasant or unpleasant reminders will affect our appreciation.

(5) Critical Listening

If you need to analyze complex information, you'll need to use critical listening. Instead of taking the information at face value, you can use critical listening to evaluate what's being said. Critical listening is crucial when problem-solving at work.

For example, you'd use this type of listening when trying to choose how to handle an unusual and complex client request.

You need to use this skill to analyze solutions offered by other people and decide if you agree or not. To do this, you don't just need to hear their words. You also need to look at the bigger picture and compare everything you know.

(6) Discriminative Listening

Everyone innately has discriminative listening skills. You use this type of listening before you even know how to understand words. Instead of relying on words, discriminative listening uses tone of voice, verbal cues, and other changes in sound.

If you're listening to a conversation happening in a foreign language, you'll likely automatically use your discriminative listening skills. These will allow you to analyze tone and inflection to get an idea of what is going on.

This listening style is key to understanding the subtle cues in a conversation. Using this listening skill can help you read between the lines and hear what remains unspoken.

➢ Three things consider about this type of listening
  ✓ Hearing ability
  ✓ Awareness of sound structure
  ✓ Integration of non-verbal cues

● **Purposes of listening**

(1) Obtain information

One of the basic and prime purpose of listening is to obtain information. People listen when they feel to do so will help them gain

new information. A listener whose purpose is to acquire information aims to understand the message being conveyed by the speaker.

(2) Solve problem

Listening is the underrated skill that most managers and leaders need to develop and use more often. It is also critical for innovative and creative problem solving.

In any organisation, manager and leader need to give importance to listening as it helps to reduce misunderstandings and helps to solve problems. To attain organizational objectives with minimum hurdles, listening is must.

(3) Share experience

An active listening helps to support people sharing experiences. One can learn from other's experiences.

With listening and sharing experiences, learners try to construct joint understandings. Listening and sharing are the cornerstones of collaborative learning. We can learn more working together than working alone.

(4) Persuade and dissuade

An active listening helps to understand people's perspective. A person can persuade a person for doing something or dissuade a person for not doing something when he or she himself/herself is a good listener.

When a person is good listener, it helps them to understand how other will react in different situation and what should be the way to persuade or dissuade them.

- **Advantages of listening**
  - ✓ Break the barriers between the people
  - ✓ Understand each other more
  - ✓ Prevents miscommunication
  - ✓ Prevents time lost because of having to communicate a second or third time.

- **Benefits of listening for leaders and teams**

(1) Listening helps know the organization

Carefully listen to grapevine helps to understand the organization better. Generally when the staff member meet informally, they discuss about the organization.

(2) Listening helps in making better policies

By listening to the subordinates, a manager can know about what kind of policies are acceptable or supported.

(3) Listening mollifies complaining employees

Listening patiently and sympathetically will drain out the anger and mollified.

(4) Listening is important for the success of the open-door policy

Managers should always keep open their door to employees to meet them and talk them.

(5) Listening helps to spot sensitive areas before they become explosive.

With the help of listening to problems of employees, managers can solve it before it becomes larger and dangerous to organization.

(6) Listening forms a bond of respect.

When employees feels that they are being heard by top level, a sense of respect can be formed between employer and employee.

(7) Listening increase accuracy.

With the help of active listening, accuracy in information sharing and communication channel can be made possible.

● **Why managers are inherently poor listener**

(1) Listening training is unavailable

We had formal training in other major communication skill, such as writing, reading, and speaking. It is difficult to find training to sharpen listening skill.

(2) Thinking speed is more than speaking speed

Most of us speak at the rate of about 125 words per minute. However, we have the mental capacity to understand someone speaking at 400 words per minute.

It means we are using only 25% of our mental capacity and 75% left to utilize. Listener thinks faster than the speaker thinks.

(3) We are inefficient listener

A study was conducted by Gail Miller at Washington State University. A study shows that immediately listening after 10 minute oral presentation, the average listener has heard, understood and retained 50% of what was said and within 48 hours again drop another 50%.

● **Poor listening types**

(1) On-off Listening

Most of us think about four times as fast as an average person can speak. One can overcome by paying attention towards non-verbal signs like gesture posture etc.

(2) Do not Rock the Boat listening

When someone says something that clashes with what we believe, we may unconsciously stop listening.

(3) Red Flag Listening

Sometimes by hearing some of the words, ideas and opinions, we become upset and stop listening. To Overcome this barrier one need to discover personal barrier.

(4) Open Ears – closed mind Listening

Sometimes we decide very quickly that either the subject or the speaker is boring or we conclude that there is no reason to listen because we will hear nothing new. Better to listen and find out for sure if our prediction are accurate rather than assume so.

(5) Glassy-eyed Listening

We look at a person intently and seem to be listening but our minds are far away. There is a dreamy expression on our face.

(6) Too-complicated-for-me

When we listen something which is too complex or wandering, we 'give up' to understand and stop listening. It is important to keep trying to understand by asking questions.

● **Poor listening habits**

✓ Only inaccurate and incomplete information is exchange.

✓ Problems are not clearly understood or remain unsolved .

✓ Unable to share experiences.

✓ Being unable to understand each other.

✓ Unable to persuade or dissuade others .

● **Anatomy of poor listening**

❖ **Why is it that our listening is not as good as it ought to be?**

➤ It is true that when our listening is poor we do think of things other than what speaker is telling us.

✓ Different researchers estimate the oral component of face to face communication to be between 15 and 25 % of the total, rest consist of a wide range of non verbal symbols.

✓ The listener needs all his brain power to process a wide range of symbols displayed by the speaker and to reconstruct his/her meaning.

➤ Partial and selective listening

   For example,

   You are at railway station and waiting for your friend's train to arrive, meanwhile you will listen lots of announcements about various trains arrival an departure. You will concentrate on only announcement which is related to your friend's train, otherwise you will switch off your listening.

   You will listen intently to a part which is relevant to you or you are interested in. Our body language changes dramatically when what is relevant to us enters our mind's radar screen.

   The intensity weakens again when we realize that an announcement relevant to us just a repetition. We do same thing while reading newspaper.

➢ To understand the anatomy of poor listening in a better way, a person must know what are the reasons behind the poor listening. Following are some contributions that causes poor listening.

❖ Contribution to poor listening

(1) Inadequate Language

listener's weak language proficiency and narrow range of vocabulary can be a reason for poor listening. Or in-house acronyms and other short forms that a speaker uses without considering that the particular listener can make sense of them or not, it can be a reason of poor listening.

(2) Difficult Physical Condition

Difficult physical condition can be also contribute to poor listening Public places, shop floors and manufacturing units can be so noisy that one may mishear words or even not hear them well enough to process them

(3) Non-serious Listening

Sometimes we combine several activities while we listening someone such as signing document, arranging paper on the desk, looking for a letter in a file etc..

(4) Lack of Interest

It is obvious that we do not listen attentively if we are not interested in the speaker or the message.

(5) Antipathy towards speaker

Dislike or disapprove of speaker can also contribute to poor listening. Dislike might be because of something as simple as their appearance or mannerisms

(6) Lack of Confidence

If we decide in advance that we will not be able to make sense of what the other person is going to say, our listening suffers. We give up without a fight and sit and hear words but not process anything.

● **<u>Features of a good listener</u>**

- ✓ Concentrates on content
- ✓ Can easily make the dry topics interesting
- ✓ Takes notes
- ✓ Tries to find out what is necessary for him
- ✓ Avoid distraction
- ✓ Shows concern & concentration
- ✓ Does not evaluate the message until it is completed
- ✓ Tries to comprehend message from the tone of speaker

● **Listening at three levels**

❖ **Level 1:**

At this level there is conscious attention, understanding level is also high, high spirit co-operation. Manager's will see the things from other's point of view, be empathetic to the person's feelings. They pay attention to the speaker's total communication by listening to the content and the intent of what is being said.

❖ **Level 2:**

This level of listening characterized by a state of partial awareness, listening to words but not fully understanding the meaning of the message. In this level mainly focus on the words much of what is communicated is missed.

❖ **Level 3:**

This level has dangerous consequences include daydreaming, thinking about something else, negative feeling.

MBA SEM 01
Module 02 Chapter 02

❀ STRATEGIES FOR IMPROVING ORAL COMMUNICATION ❀

● **Introduction**

As a business person or employee of any organization, no matter what your area of responsibility, you will, sooner or later, be expected to give a presentation or speech.

You have to talk to colleagues, clients, suppliers, or the general public. Because each group requires different information about your business. It may happen that you have to speak for 10 minutes or 2 hours.

As your career progress, your presentation skill become even more important because, at the entry level, executives may require mostly technical skill but as they raise in management, they are required to rely less on technical training and more on presentation and public speaking skills.

Speaking effectively and powerfully is a skill which is worth learning. Public speaking should be studied polished and should even perfected to some degree.

" An oral presentation is relatively formal kind of communication requiring preparation & some amount of writing".

● **Ways of delivering oral message**

You have five choices to deliver your oral speech termed as methods of oral delivery. These methods of oral delivery of presentations are as follows:

(1) Reading Aloud

Some people write the whole speech or presentation down and read it out. This method is known as reading aloud.

In case of long speeches, it may be necessary to read some parts of your speech text. There are occasions when you have to convey some critical and complex or technical information, or some official statement. In that case, you do not want to make mistakes or look absurd by ad-libbing. There you must read it verbatim—word for word.

The good thing with reading method is that there are minimum chances of any mistake—technical, grammatical, or that of pronunciation. The great advantage of this method is that you are in total control. You will not miss a single word also you will not exceed the time limit.

But this method oral delivery is that there is very little eye contact, which results in the loss of your audience's attention. Your speech or

presentation will be monotonous speech. Also you will not be able to modulate your voice when you speak.

(2) Speaking from Memory

Sometimes people write the speech down and memorize word by word and then roll it out when the time comes. It is known as speaking from memory.

They memorize the speech before they deliver it. This gives them a sense of command, and courage to face the audience. But care should be taken that you make your memorized speech look spontaneous and natural. The flow your speech or ideas should not be speedy and mechanical.

The positive side of this style of speech is the eye contact. which means you will be able to maintain maximum eye contact.

But the risk of memorization is forgetting your text. In this way of delivery there are maximum chances of forgetting your exact wording. In that case you will grope for words while you are on the stage in front of the audience.

(3) Speaking from Notes

Making presentation with the help of outline is a very common method of presentation. The speaker prepares notes on a sheets or cards

and then with the help of appropriate audio visual aids, oral message is delivered.

This method makes the delivery easy and impressive. The speaker while making presentation maintains eye contact with the audience and presentation will not become mechanical, dull or monotonous. Practice indeed makes it perfect. The advantage of this method is that you are free from the burden of having to remember the sequence or main ideas.

(4) Speaking from Manuscript

Manuscript speaking is the word-for-word iteration of a written message. In a manuscript speech, the speaker maintains his or her attention on the printed page except when using visual aids. Manuscript speaking reserved for special occasions.

The advantage to reading from a manuscript is the exact repetition of original words. As we mentioned at the beginning of this chapter, in some circumstances this can be extremely important.

For example, reading a statement about your organization's legal responsibilities to customers may require that the original words be exact.

In reading one word at a time, in order, the only errors would typically be mispronunciation of a word or stumbling over complex sentence structure.

(5) Speaking Impromptu

Impromptu speaking is the presentation of a short message without advance preparation. Impromptu speeches often occur when someone is

asked to "say a few words" or give a toast on a special occasion. You have probably done impromptu speaking many times in informal, conversational settings.

The advantage of this kind of speaking is that it's spontaneous and responsive in an animated group context. The disadvantage is that the speaker is given little or no time to contemplate the central theme of his or her message. As a result, the message may be disorganized and difficult for listeners to follow.

➢ Following guidelines helps you in impromptu presentation:
  ✓ Anticipate that you may be asked to speak
  ✓ Decide immediately upon the points to be spoken
  ✓ Present your viewpoint
  ✓ Be as brief as possible

● **Strategies for an effective Oral Presentation**

Oral Presentation Strategies can help a professional decrease the fear of speaking in public or in front of a few listeners. These strategies are more than a therapy, because they do not only improve Business Communication skills of the presenter, but also improve the skills with a new form that enhances the career of the presenter.

In every presentation you are trying to sell something:a product, a service, or an idea. So you need a strategy or sequence of moves.

(1) **STAR strategy**

This strategy puts your presentation through five filters.

WHO

WHAT

WHY

WHEN

WHERE
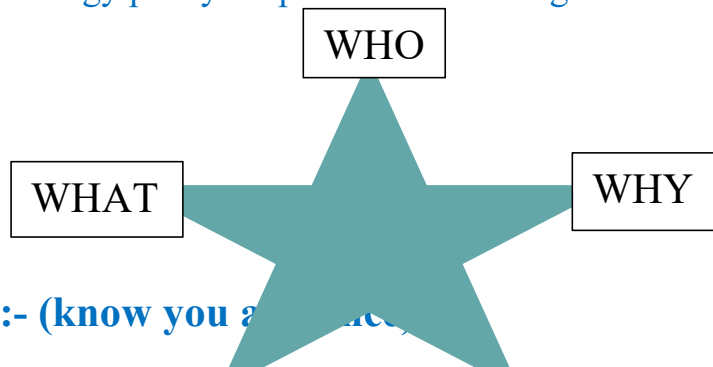
(1) WHO:- (know you audience)

✓ Before making presentation find out who is your audience?

✓ Are they all men or women or mixed?

✓ What is their educational level?

✓ How knowledgeable they are about the topic of presentation?

✓ What language are they comfortable in?

✓ What is likely to be their attitude to you?

(2) WHY?

✓ Why are you making this presentation?

✓ Is it related to give some information?

✓ Is it to sell something to them?

✓ Why shall they hear you?

(3) WHERE?

✓ Where is the presentation to be made?

✓ In your conference hall? At the client's place?

✓ Is it a neutral place such as hotel conference room?

✓ Are you familiar with it? Is it small or big?

(4) WHEN?

- ✓ The success of presentation is also depends on when it is going to be delivered.
- ✓ If it is after launch then, you make your presentation light, lively and humorous.
- ✓ If your presentation is scheduled at the end of the day, your presentation should be very brief and lively.
- ✓ Do not exceed the time limit you have given.

(5) WHAT?

- ✓ It gives the answer on the content of the presentation.
- ✓ What kind of details you will provide?
- ✓ What will win them over?
- ✓ What is likely to be unacceptable to some or most of the participants?

(2) MOM Plan

Some last-minute change in the audience, place of presentation, and duration can hinder your presentation. It can create confusion about what to include and what to exclude. At that time MOM plan strategy can be used.
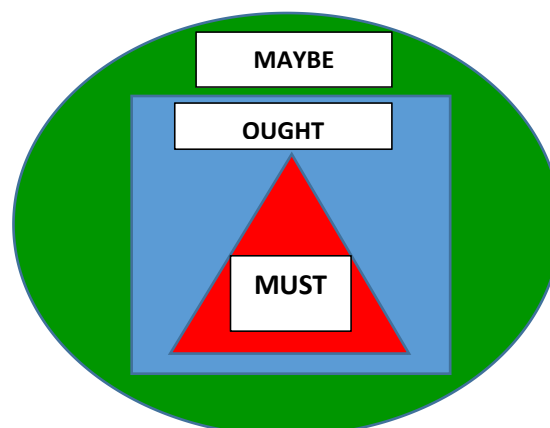
✓ Marked in red describes the core ideas that **MUST** be presented no matter what happens.

✓ Marked in green describes those ideas that **MAY BE** Presented if you get extra time or dropped if you have to cut your presentation short.

✓ And the rest is **OUGHT** to presented along with the core in presentation.

● <u>**Points to be considered while giving Oral presentation**</u>

✓ Spoken words have very short shelf life in the audience's mind but what they see and experience is retained for a much longer time.

✓ Research shows that nearly half of what people hear will be forgotten within hours.

✓ For making the effective Oral delivery use the visual aids like

- White boards

- Charts

- Clip arts or images etc. so it extends the life your ideas in minds of listeners.

✓ Use numbering, so it keeps your listener informed about where you are in presentation.

✓ Use the Summary so it helps your audience to stay with the topic.

✓ Use some of the supporting materials like Definition, example, statistics, testimony, which clarifies the main ideas and prove your statement.

● **Strategies for an Effective Non-verbal delivery**

(1) Appropriate clothes

✓ If your dress is inappropriate then it distracts the audience.

✓ Your outer appearance should match the occasion.

(2) Eye Contact

✓ Looking at the people you talk makes your presentation most natural.

✓ It makes involved your audience and brings feedback.

✓ When you look at people in eye they feel important. They also pay attention.

(3) Gesture and Posture

✓ Your feet should be planted firmly on the ground and spaced at shoulder-width.

✓ Your body should face your audience.

✓ You can move towards the visual aids, walk away from them, return to your original position, and then approach your audience.

● **Strategies for Removing Stage Fright**

➢ You are suffering from stage fright if you have a

✓ Dry mouth

✓ Sweaty hands

✓ Cold hands

✓ Tremulous hands

✓ Fast pulse

✓ Wobbly knees

✓ Trembling lips

(1) Visualization Strategies that can be used anytime

✓ Concentrate on how good you are

✓ Pretend you are just chatting with a group of friends

✓ Close your eyes and imagine the audience listening and applauding

✓ Remember happy moments from your past

✓ Think about your desire to help the audience

(2) Strategies at the time of preparation

✓ Develop interest in the topic irrespective of your personal choice

✓ Be extremely well-prepared

✓ Anticipate easy and hard question

✓ Organize

✓ Memorize your opening statement

✓ Practice

(3) Strategies prior to the Presentation

✓ Be in the room at least an hour early, triple check everything, mingle with participants arriving early

✓ Drink water

✓ Concentrate on your idea

✓ Concentrate on your audience

✓ Say something to check your voice is ready to go

✓ Use eye contact

✓ Breathe deeply

(4) When the Presentation begins

✓ If your legs are trembling lean on a table or shift

✓ Look at friendliest faces in the audience

✓ Use eye contact

MBA SEM 01
Module 02 Chapter 03

❈ TYPES OF MANAGERIAL SPEECHES ❈

● **Introduction**

When a person stands among a great number of people and starts delivering any kind of information, which may be or may not be useful for the audience, but mostly it is valuable, is called a speech.

A speech which is deliver in business for some specific purpose is known as business speech. This is also a o e ene way of Business Communication and audience has to sit on a chair for a few hours while the speech is being delivered.

The audience knows it very well that the speech must contain anything that will beneficial for them. The main purpose of the business

speech is to inform the audience about any specific topic. It really possesses great value in the field of business.

So for a passionate business candidate, it is necessary to know the basic purpose and types of business speech.

● **Types of managerial speeches**

While the core purpose is to deliver a message to an audience, we can still categorize speeches. The boundaries between these types aren't always obvious though, so the descriptions are as clear as possible in order to differentiate between them.

➢ The following are three main types of business speech.
   ✓ Informative Speech
   ✓ Persuasive Speech
   ✓ Special Occasion Speech

(1) Informative Speech

When you want to educate your audience about a certain topic, you'll probably opt to create an informative speech. An informative speech's purpose is to simplify complex theories into simpler, easier-to-digest and less ambiguous ideas; in other words, conveying information accurately.

A good informative speech conveys accurate information to the audience in a way that is clear and that keeps the listener interested in the topic. Achieving all three of these goals—accuracy, clarity, and interest—is the key to your effectiveness as a speaker.

Informative business speech or speaking is such a speech that delivers any information to the audience that they don't know before. In short, such speech, which comprises purpose to deliver useful information to audience is called informative speech.

(2) Persuasive Speech

A speech is said to be persuasive if the speaker is trying to prove why his or her point of view is right, and by extension, persuade the audience to embrace that point of view.

A persuasive speech is a specific type of speech in which the speaker has a goal of convincing the audience to accept his or her point of view. The speech is arranged in such a way as to hopefully cause the audience to accept all or part of the expressed view.

Persuasive speeches differ from other basic types of speeches in the sense that they can either fail or succeed to achieve their purpose. You can craft the most carefully written speech and present it in the most graceful manner, yet the audience might not be convinced.

Persuasive speeches can either be logical by using the help of facts or evidence (like a lawyer's argument in court), or can make use of emotional triggers to spark specific feelings in the audience.

The persuasive speech comprises three kinds, which are defined briefly below.

2.1 Factual Persuasive Speech

The Factual Persuasive Speech is such a speech that is behind concrete proof about the certainty of anything that had happened. The main purpose of this speech is to persuade the listeners whether the certain thing happened or not, exists or doesn't exist.

2.2 Value Persuasive Speech

It is such a speech that tells the audience about anything, whether it is wrong or right. Its basic purpose is to challenge the ethical or moral aspect of the certain issue.

2.3 Policy Persuasive Speech

The speech, which is given to persuade the audience for either following a policy or rejecting it, is known as a Policy Persuasive Speech. Not just a policy, but speech about accepting or rejecting a rule.

(3) Special Occasion Speech

Everyone intentionally or unintentionally, knowingly or unknowingly becomes part of at least one special occasion business speech in the whole life span.

When a person is asked to say a few words on the best friend's wedding, parent's anniversary, boss's promotion or farewell, or organization get together this is called the special occasion speaking or special occasion speech.

Usually, this kind of speech is delivered to show respect and kindness for a person or special event. A range of entertaining speeches also comes under the category of special occasion speech. The basic purpose of the speech is to point out the importance of a specific person/event.

Most of special occasion speeches are delivered in the common occasions such as gathering award ceremonies, political event, wedding and so on.

Sometimes, the special speech happens suddenly when the speaker is asked to say a few words about the event/person. There are hundreds of events that are a part of a person's daily life. Every special occasion requires at least one person to deliver the speech.

➢ Following are included in special occasion speech:
✓ Speech of introduction
✓ Speech of thanks
✓ Other special occasion speech

3.1 Speech of Introduction

Speech of Introduction is the most common and very first part of ceremonial speech. The primary purpose of the speaker in these speeches

is to introduce himself/herself or another speaker in a ceremony. Main goal is to gain the attention and stimulate the interest of the audience.

Your speech should cover the way for favorable and attentive listing. The speech of introduction is basically informative in nature.

➢ **Guidelines for speech of introduction**
   ✓ Establish the significance of the speech
   ✓ Establish relevant connection
   ✓ Stress the speakers credibility
   ✓ Be consistent with the main speech
   ✓ Be brief, don't cover the speaker's topic

➢ **Few points to remember**
   ✓ Ask the speaker what he or she would like you to say in their introduction
   ✓ If possible, find out what the speaker plans to focus on in advance
   ✓ Don't talk too long, keep your introduction to between 3 to 5 minutes.

3.2 Speech of Thanks

A thank you speech is a short public speech, which serves to express gratitude for something that was presented/ offered.
   ✓ Award/ honor received
   ✓ Vote of thanks

➢ **Guidelines of speech**
   ✓ Expressing the gratitude.

✓ Appreciating the value of material present/ words spoken.

✓ Identifying the personal significance of the gift for the recipient/ audience.

3.3 Other special occasion speech

➢ Following are some other special occasion speeches:

✓ Retirement speech

✓ Speech of presentation

✓ Speech of acceptance

❖ Retirement speech

✓ The introduction integrates the person into the organization or society as one of the many whose impact on their development was enormous.

✓ The body of the speech

   A brief account of the person's employment

   Emphasis on personal achievements

   Emphasis on personal attributes

   The person's influence on other people involved.

✓ The conclusion: Happy retirement!

❖ Speech of presentation

   This speech is given when someone presents a gift or an award.

➢ Main Purpose:

   ✓ To explain why the recipient is receiving the award or gift

   ✓ Point out achievements & discuss them in ways that will make them meaningful to the audience

✓ If the recipient won the award in A competition, praise the other competitors, as well

❖ Speech of acceptance

This speech is given when a person receives recognition, gift or an award.

➢ Goals:

✓ Give thanks for A gift or award

✓ To thank the people who are bestowing the gift or award

✓ To acknowledge those who helped the recipient gain the award or gift

**MBA SEM 01
Module 02 Chapter 04**

❀ VIDEOCONFERENCING ❀

● Introduction

Videotelephony, sometimes also referred to as video teleconference or videoconferencing, comprises the technologies for the reception and transmission of audio-video signals by users in different locations, for communication between people in real time.

It is simply a vehicle for interactive communication. Enables one set of people to see and hear people in a different location. In its most basic form is the transmission of image (video) and speech (audio) back and forth between two or more physically separate locations. Also known as "Videoteleconference".

● Definition

"The holding of a conference among people at remote locations by means of transmitted audio and video signals."

➢ Videoconferencing Components

- ✓ Camera
- ✓ Microphone
- ✓ Speakers
- ✓ TV or Monitor

● Videoconferencing systems

(1) Dedicated systems

A dedicated system is a computer system capable of performing 1 specific task an embedded system is a computer system within a larger system that performs a specific task.

- ✓ have all required components packaged into a single piece of equipment.
- ✓ usually a console with a high quality remote controlled video camera.

(2) Desktop systems

A desktop computer is a personal computing device designed to fit on top of a typical office desk. It houses the physical hardware that makes a computer run and connects to input devices such as the monitor, keyboard and mouse users interact with.

✓ are add-on to normal PCs, transforming them into videoconferencing devices

● <u>**Videoconferencing Types**</u>

(1) Point-to-point

✓ A video-conference that connects two locations.

✓ Each site sees and hears the other sites at all times

(3) Multi-point

✓ A video-conference that connects to more than two sites through the use of a multi-point control unit (MCU) or video hub.

✓ Participants at all sites can hear one another at all times and see the site that is currently speaking. (Voice activated switching)

✓ This is a bridge that interconnects calls from several sources.

● <u>**How to do videoconferencing in SKYPE**</u>

Skype is an application for PCs, and tablets & smartphones that allows users to make voice and video calls to other Skype users for free as well as to traditional phones for a fee.

You can use the service to do video conferencing for absolutely free as long as all participants have Skype installed on their device of choice and a connected video-capable camera.

Make free conference calls with Skype. Whether you want to share big news with your family or need to work closely with a team of colleagues, with Skype group calling, including conference calling and

group chats, you can host a group video chat or conference call for up to 25 people.

Adding people who already have Skype is free. To add people who aren't on Skype, call them on their mobile or landline number with Skype Credit or a subscription.

➢ **Free video chat**

✓ Share up to 10 videos in 1 single call

✓ Enjoy free video chat with anyone who also has Skype and a webcam or compatible smartphone. Up to 10 people can share their video at the same time while the rest can participate over audio.

● <u>**How to do videoconferencing in HANGOUT**</u>

'Hangouts' are places used to facilitate group video chat. There is a maximum of 10 people participating in a single hangout at any point in time, however, anyone on the web could join the 'hangout' if it is made public.

`All participants of a 'hangout' must have a Google+ account. Other features include 'screen share' which allows the participants of the chat to view your screen and 'you tube', which allows all of the participants to watch a you tube video together.

❖ **Google Hangout**

Google Hangouts is a communication platform developed by Google which includes messaging, video chat, SMS and VOIP (Voice Over Internet Protocol)features.

It replaces three messaging products that Google had implemented concurrently within its services, including Google Talk, Google+ Messenger , and Hangouts, a video chat system present within Google+.

Google has also stated that Hangouts is designed to be "the future" of its telephony product, Google Voice, and integrated some of the capabilities of Google Voice into Hangouts.

● **Etiquette for videoconferencing**

(1) Be prepared for the meeting

The most important video conferencing etiquette is to be fully prepared for the meeting. You need to look clean and of course, well groomed. Ensure you have a drink of water to clear your throat. Sit up straight right on the camera and put a smile on your face.

(2) Ensure your desk is clean

It might seem something obvious, but having a clean communication room and equipment is one of the best video conference practices. Ensure there's nothing between you and the webcam that is disorganized or messy. Remember if there are dirty things behind you, the attention of your participants might be altered a little bit.

(3) Set up your background

Ensure you close the curtains if you've a sunny window directly on your back. If some people are working on the background, then you can move to a silent room with no distractions.

(4) Have the meeting agendas in advance

Another essential practice for effective video conferencing is to attend the meeting when you perfectly understand the theme of discussions.

If you're the one organizing the virtual meeting, then you need to ensure that all the participants know about the same well in advance.

It is a good practice to send at least two reminders: one, a day before and the other, an hour before the start of the meeting.

(5) Assemble all the necessary equipment

Before the scheduled time; so you can have enough time to test the system and perhaps resolve any challenges before the meeting starts.

(6) Other etiquettes

✓ If you are conducting online presentation, then pre-check your documents and ensure they are in the right form.

✓ It is very important that all the attendees are passionate and engaged in the conference.

✓ Give out enough time for questions and answers. This is a very important session during an effective video conferencing.

✓ At the end of the meeting, always say goodbye and ensure to send a follow-up email summarizing the action items discussed.

MBA SEM 01
Module 03 Chapter 01

❂ FUNDAMENTALS OF ORAL COMMUNICATION ❂

● **Introduction**

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Oral communication is the exchange of information and ideas through spoken word. It can be directly in person in a face-to-face interaction or through an electronic device such as a phone, video platform or radio. The most effective way for businesses to transmit information verbally is through oral communication, such as a staff meeting, webinar and workshop.

The scope of oral communication is not limited to the organisations; it is also used outside the organisations by video conferencing, teleconferencing, voice calls etc.

● **Advantages of Oral Communication**

✓ There is high level of understanding and transparency in oral communication as it is interpersonal.

✓ There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.

✓ The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.

✓ Oral communication is not only time saving, but it also saves upon money and efforts.

✓ Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.

✓ Oral communication is an essential for teamwork and group energy.

✓ Oral communication promotes a receptive and encouraging morale among organizational employees.

✓ Oral communication can be best used to transfer private and confidential information/matter.

● **<u>Disadvantages of Oral Communication</u>**

✓ Relying only on oral communication may not be sufficient as business communication is formal and very organized.

✓ Oral communication is less authentic than written communication as they are informal and not as organized as written communication.

✓ Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.

✓ Oral communications are not easy to maintain and thus they are unsteady.

✓ There may be misunderstandings as the information is not complete and may lack essentials.

✓ It requires attentiveness and great receptivity on part of the receivers/audience.

✓ Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

● **Creativity in oral communication**

    Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

    In order to be creative, you need to be able to view things in new ways or from a different perspective. Among other things, you need to be able to generate new possibilities or new alternatives. Tests of creativity measure not only the number of alternatives that people can generate but the uniqueness of those alternatives. the ability to generate alternatives or to see things uniquely does not occur by change; it is linked to other, more fundamental qualities of thinking, such as flexibility, tolerance of

ambiguity or unpredictability, and the enjoyment of things heretofore unknown.

> ## How to make oral presentation creative?

(1) Analyze the audience

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner.

You can relate the usefulness of topic with the audience by analyzing them.

(2) Search relevant material

A person can do a research for a particular topic or can search for a relevant material from a book or an internet. Making appropriate connection between data and audience can bring a creativity in communication and makes it more effective.

(3) Review the speech

Before delivering oral presentation, review is necessary. A person should review all the new and unknown data included in the presentation and should try to present it in an easier way so that an audience can understand it without much complexity.

Also a person should review that the words and language used in presentation is appropriate and related to the topic.

(4) Use visual support

A person can use different visual support like videos, images, charts, graphs or audio-visual clips to make presentation more effective and creative.

(5) Visual modes

A person should visually look appropriate with the presentation. To bring effectiveness with appearance a person can follow points given below:

- ✓ Dress up effectively
- ✓ Talk with confidence
- ✓ Be aware with technical aspects
- ✓ Maintain eye contact with audience
- ✓ Maintain a professional gestures and postures

(6) Vocal element

Vocal element includes quality of voice during the presentation. A person should be audible to the whole audience. A voice should be clear and loud. A person should use natural voice with necessary voice modulations. A person should be soft spoken yet audible. An enthusiasm and and sincerity should be there while speaking.

(7) Verbal element

Verbal element includes selection of appropriate words and suitable language. A person should avoid long and complex sentences rather short sentence should be there to make it easy for audience to understand. Vocabulary and pronunciation should be accurate to avoid any kind of misunderstandings.

- **Feedback**

In the communication process, feedback refers to a response from the receiver which gives the communicator an idea of how the message is being received and whether it needs to be modified.

In the case of inter-personal communication, only sending of message by the sender to the receiver is not enough. He/She must be eager to know the reaction or to get return information.

The message sent by the receiver back to the source is called feedback. It is the response by the recipient.

The entire communication process becomes purposeful through feedback. Feedback is the end result or consequence of an idea, which is

first thought by an originator. The feedback given by the recipient is known as response.

Feedback can be of two types: Verbal and Non-verbal.

Verbal response is in words and non-verbal response can be signs like smile, clap, glance etc.

● **Types of feedback**
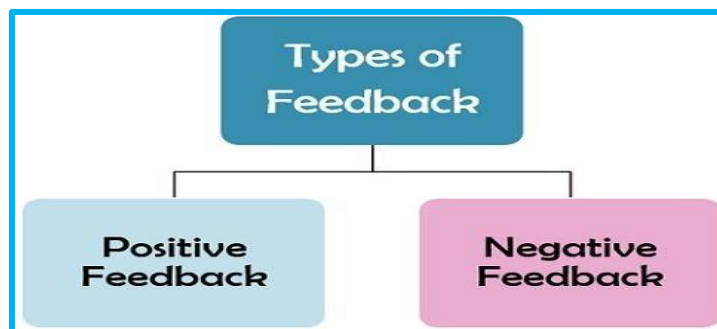
(1) Positive feedback

Positive feedback are always focused on building strengths of an individual.

The positive feedback can be provided to an individual from a manager in a formal way, i.e. through performance appraisal or in an informal way such as praising comments are made to admire some good work.

Positive feedback is the kind of feedback which is more or less acceptable or satisfactory to the sender. It means that the recipient of the message has responded in the way intended by the sender and taken the

intended course of action. It signifies that everything is on the right track and no corrective measure regarding communication is necessary.

(2) Negative feedback

Negative feedback can be used to inform an individual about his shortcomings in the performance and guiding him how to improve his performance.

The manager has the right to provide negative feedback by expressing concerns about the inappropriate attitude of an individual or the behaviour or habits resulting in the trouble for others.

Thus, negative feedback suggests that the communication has not been effective and some correction, adjustment or re-assessment is required in the process.

● **Process of feedback**
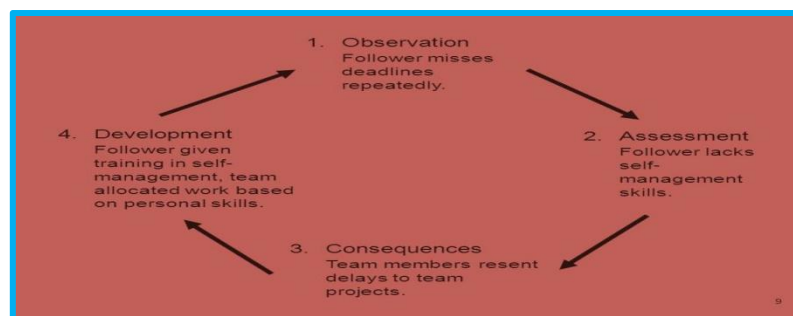
➢ Observation:

Instances when something is noticed visibly

➢ Assessment:

Deriving the meaning of the observation

➢ Consequence:

The result of the observation

➢ Development:

Improvement or maintenance of behaviour

● **Importance of feedback**

✓ Improves performance

✓ Promotes professional and personal growth

✓ Boosts employee morale

✓ Creates and sustains communication

● **Effective feedback needs to be:**

✓ Clear

✓ Well-timed

✓ Specific

✓ Bearing Right Attitude

✓ Truly Representative

✓ Impersonal

✓ Informative

● **Telephonic communication**

Communication taking place over a telephone device is known as telephonic communication. Telephonic conversation is more challenging task than a face-to-face conversation.

We can define telephonic conversation as an exchange of information between two persons over telephone. This is not a face-to-face conversation rather a person-to-person conversation where nobody sees other but hears each other and interacts instantly.

Telephonic conversation is most effective when distance is longer and time is a great factor. Now-a-days cell phones are becoming more popular along with land phone as mechanical media of oral communication.

There is an old proverb "you do not get a second chance to make a first impression," which is fully applicable in telephone conversation. Good telephone cells require proper planning the message before dialing the number.

- **Advantages of telephonic communication**
  - ✓ Convenience
  - ✓ Time saving
  - ✓ Quick
  - ✓ Immediate feedback
  - ✓ Effectiveness
  - ✓ Variety

- **Disadvantages of telephonic communication**

✓ Lacks personal touch

✓ Totally dependent on voice

✓ Unsatisfactory service from service provider

✓ Expensive at times

✓ Cannot act as evidence

✓ Chances of misunderstanding

✓ Privacy concerns

● **Telephone etiquette**

➢ **Answering the telephone:**

✓ Sit up straight, breathe deeply and smile

✓ Reach for the paper and pen before reaching the phone

✓ Answer by the third ring

✓ Introducing promptly

✓ Be courteous, friendly, soft spoken, professional and enthusiastic

✓ Pay attention

✓ Transfer calls when necessary

✓ Give response to other person's conversation

✓ Background noise should be minimized

✓ End the call on a positive note

➢ **Making and returning calls:**

✓ Make your own calls

✓ Return phone call within 48 hours

✓ Call only during business hours

✓ Be courteous

✓ Make a return call when the line gets disconnected

✓ Hang up gently

MBA SEM 01
Module 03 Chapter 02

❈ PUBLIC SPEAKING AND PRESENTATION OF REPORTS ❈

● **Introduction**

If you've been asked to give a public speech, you may wonder: what is public speaking and why is public speaking important? Those questions are quite logical if you've never thought much about public speaking before.

Public speaking is important in both business, education, and the public arena. There are many benefits to speaking in public whether you're an individual or a business.

333

Public speeches can cover a wide variety of different topics. The goal of the speech may be to educate, entertain, or influence the listeners. Often, visual aids in the form of an electronic slideshow are used to supplement the speech. This makes it more interesting to the listeners.

● **<u>Making formal speeches</u>**

Speeches are difficult for most of us. Following are some techniques which help you to make it easy.

(1) Selection of topic
➢ You may assigned topic
➢ You may not assigned a topic, if you select a topic you should consider:
  ✓ Your knowledge
  ✓ Your audience
  ✓ The occasion

(2) Preparation of presentation

- ✓ Conduct research to get information you need.
- ✓ It may involve searching through your mind for experiences and ideas, conducting research in library or company file, gathering information online, company people of your own company or other company.
- ✓ When you have the information you are ready to begin organizing your speech.

❖ Order of presentation

➢ The greeting usually comes first.

➢ Introduction

- ✓ Gain attention in the opening.
- ✓ It can be through:

  Human interest

  Humor

  Quotations

  Questions

- ✓ In addition to gain interest your opening should lead to the theme of your speech.
- ✓ After getting the attention , it is appropriate to to tell your audience the subject of your speech.

➢ Body

- ✓ Emphasize transitions between parts.

➢ Conclusion

✓ Following three elements should be included in the conclusion part:

Restates the subject

Summarizes key points

Draw a conclusion

❖ Determination of one of the presentation method

(1) Presenting extemporaneously

(2) Memorizing

Preparing speech, memorize and than deliver

(3) Reading

Preparation of speech and read it out.

❖ Consideration of personal aspects

(1) Confidence

Having confidence in yourself is important. So is having confidence of your audience. You must earn confidence of your audience by project the right image, and talk in strong, clear voice.

(2) Sincerity

Sincerity is vital. You convey image of sincerity by being sincere.

(3) Thoroughness

Giving the listeners all they need

(4) Friendliness

Projecting image of friendliness helps your communication efforts.

❖ Audience analysis

(1) Preliminary analysis

Size up the audience in advance. Look for audience characteristics that will affect your speech- things like the size, gender, age, education, and knowledge of audience.

(2) Analysis during presentation

Analyze audience's reactions during the speech. Facial expressions, movements, noises give you feedback information that helps you adapt to the audience.

❖ Appearance and physical actions

(1) The communication environment

All that around you stage, lighting, background and so on.

(2) Personal appearance

You should dressed in manner appropriate for the audience and the occasion. Be clean and well groomed.

(3) Postures

Keep in mind what must go on within your body to form a good posture.

(4) Walking

Walking during presentation can be good or bed.

Too much walking attracts and distracts from the message.

You would be wise to walk only when you are reasonably sure that this will have the effect you want.

(5) Facial experience

Smile, frowns, eye contact

(6) Gestures

❖ Use of voice

Good voice is a requirement of good speaking. Four faults affect voice.

(1) Lack of pitch variation

Speakers who talk in monotones are not likely to hold the interest of their listeners. So voices should be capable of making vibrations in pitch.

(2) Lack of vocal emphasis

You should explain easy part of your message at a fairly fast rate and the hard part and the part you want to emphasize at a slower rate.

(3) Unpleasant voice quality

Concentrating on variations in pitch, speed of delivery, and volume can make the most unpleasant voice acceptable.

(4) Improvement from self analysis and imitation

You can record your speech and analyze by watching and listening it. One of the best way to improve it is through watching others.

❖ Use of visuals

Visuals can sometimes help to overcome the limitation of spoken words.

(1) Proper use of design

A visual of some kind will help to eliminate confusion. You should use visuals to simplify complex information and improve cohesiveness, as well as add interest.

(2) Types to consider

Select from the various types of visuals such as charts, line graphs, tables diagram pictures and so on.

Non projected techniques involves media such as postures, flip charts, models, hand outs and so on.

(3) Techniques in using visuals

Make certain that everyone in audience can see the visuals.

Explain visuals if there is any likely hood to create misunderstanding in audience mind.

Avoid blocking the listeners' view of the visuals.

Talk to the audience not to the visual.

Organize the visuals as a part of presentation.

● <u>**Reporting orally**</u>

The oral report is form of speech. An oral report is defined as an oral presentation of factual information. At one extreme they cover the most routine and informal reporting situations. At another extreme it includes highly formal and proper presentation.

❖ <u>**Planning the oral report**</u>

(1) Determination of report objective

You must be aware of your general objective. You must decide in general purpose of making the presentation.

(2) Organization of content

You have the choice of using either direct or indirect order. Divide the body based on your purpose, keeping the division comparable and using the introductory and concluding paragraphs, logical order.

● **Creating an Effective Power point Presentation**

PPT is a file extension for a presentation file format used by Microsoft PowerPoint, the popular presentation software commonly used for office and educational slide shows. All text images, sound and video used in the presentation are contained in the PPT file.

➢ **Hints for a Successful Presentation**

- ✓ Plan carefully
- ✓ Do your research
- ✓ Know your audience
- ✓ Time your presentation

- ✓ Practice your presentation
- ✓ Speak comfortably and clearly

➢ Effective Power point Slides

- ✓ Use design templates
- ✓ Standardize position, colors and styles
- ✓ Limit the information to essentials
- ✓ Content should be self-evident
- ✓ Use colors that contrast
- ✓ Be consistent: effects, transitions & animation
- ✓ Excessive slides can lose your audience

➢ Text guidelines

- ✓ Stay under 6 words per line
- ✓ Stay under 6 lines per slide
- ✓ Avoid long sentences
- ✓ Larger font indicates important information
- ✓ Font size ranges from 18 to 48
- ✓ Be sure text contrasts with background
- ✓ Fancy fonts are hard to read
- ✓ ALL CAPS ARE HARD TO READ
- ✓ Avoid abbreviations and acronyms
- ✓ Limit punctuation marks!!!!!

➢ Bulleting

- ✓ Bulleting gives structure/organization to slides
- ✓ Limit to 6 bullets per slide
- ✓ Make bullets visible; 18-24 font

✓ Limit each bullet to 6 words

✓ Contrast the text with the background

➤ **Animation**

✓ Don't get carried away

✓ Restrict animation to certain slides

✓ Use animation for special emphasis

✓ Animation can demonstrate how something works

✓ Excessive animation looks childish

✓ These apply to sound effects also

➤ **Clip Art and Graphics**

✓ Should balance the slide

✓ Enhance, compliment the text

✓ Use when text needs visual explanation

✓ Limit to two graphics per slide

<div align="center">

MBA SEM 01
Module 03 Chapter 03

</div>

<div align="center">

❈ **EMOTIONAL INTELLIGENCE** ❈

</div>

● **Introdeeuction**

Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.

Emotional intelligence (EI) is most often defined as the ability to perceive, use, understand, manage, and handle emotions.

Emotion refers to a feeling state that conveys information about relationships-typically, which one would like to join with others.

Intelligence refers to the capacity to reason validly about information.

Emotional intelligence represents an ability to validly reason something with emotions in order to enhance thoughts.

● Origin of emotional Intelligence

➢ Mayer and Salovey (1990) introduced the term

Describes a person's ability to understand their own emotions and the emotions of others and to act appropriately based on his understanding.

Popularised by Deniel Goleman in his book 'Emotional Intelligence' (1995).

● Definition of Emotional Intelligence

➢ According to Daniel Goleman

'The capacity for recognizing our own feelings and those of others, for motivating ourselves, for managing emotions well in ourselves an in our relationship.'

● Four Components of EI

(1) Self Awareness

If you're self-aware, you always know how you feel, and you know how your emotions and your actions can affect the people around you. Being self-aware when you're in a leadership position also means having a clear picture of your strengths and weaknesses.

You recognize your own emotions and how they affect your thoughts and behavior. You know your strengths and weaknesses, and have self-confidence.

(2) Self- Regulation / Management

Leaders who regulate themselves effectively rarely verbally attack others, make rushed or emotional decisions, stereotype people, or compromise their values. Self-regulation is all about staying in control.

You're able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.

(3) Social Awareness (Social Competence)

Leaders who do well in the social skills element of emotional intelligence are great communicators. They're just as open to hearing bad news as good news, and they're expert at getting their team to support them and be excited about a new mission or project.

Leaders who have good social skills are also good at managing change and resolving conflicts diplomatically. They're rarely satisfied with leaving things as they are, but they don't sit back and make everyone else do the work: they set an example with their own behavior.

You have empathy. You can understand the emotions, needs, and concerns of other people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.

(4) Relationship Management

You know how to develop and maintain good relationships, communicate clearly, inspire and influence others, work well in a team, and manage conflict.

● <u>Why is emotional intelligence so important?</u>

✓ people who are academically brilliant and yet are socially inept and unsuccessful at work or in their personal relationships.

✓ Intellectual ability or your intelligence quotient (IQ) isn't enough on its own to be successful in life.

✓ Yes, your IQ can help you get into college, but it's your EQ that will help you manage the stress and emotions when facing your final exams.

✓ IQ and EQ exist in tandem and are most effective when they build off one another.

● <u>How to Become More Emotionally Intelligent?</u>

(1) Become More Self-Aware

✓ Pay attention to how you are feeling at any given moment throughout the day.

✓ Take stock of your emotional strengths and weaknesses.

✓ Keep in mind that emotions tend to be fleeting and can change quickly.

(2) Practice Self-Regulation

✓ Find techniques to help you deal with workplace stress.

✓ Keep your cool when things get stressful at work:- don't add fuel to the fire.

✓ Take time to think before making decisions.

(3) Improve Your Social Skills

✓ Listen to what others have to say.

✓ Pay attention to nonverbal communication.

✓ Hone your persuasion skills.

✓ Avoid office drama, but make sure that you are capable of managing conflict.

(4) Become More Empathetic

✓ Try seeing things from the other person's point of view.

✓ Pay attention to how you respond to others.

● **If you have a high degree of EI**

✓ Know what you're feeling

✓ What your emotions mean

✓ How they affect other people

● **Signs of High EI**

✓ **Handles criticism without**

Denial

Blame

Excuses

✓ **Open minded**

Can listen to situation without reacting or judging

✓ **Good listener**

There are times – just need to have mouth closed/ears open

Not think of question, while other person is talking…

✓ **Don't "sugarcoat" the truth**

Someone with high EI -recognizes the emotions in others, But that doesn't mean they'll shy away from telling the truth. But can be honest and direct.

✓ **Apologizes when wrong**

No excuses, no blame…I am so sorry, my bad…my mistake – free to move on

● **<u>If you have a low degree of EI?</u>**

✓ No self awareness

✓ No empathy

✓ Oblivious to own emotions and emotions of others

● **<u>Signs of low EI</u>**

✓ **"Bull in a China Shop"**

They are very careless in the way that they move or behave

✓ **Finds others to blame for most of the issues on his/her team**

Finds others to blame…it is never their fault

✓ **Lashes out**

When something goes wrong…lashes out at others

MBA SEM 01
Module 03 Chapter 04

❈ PERSUASIVE COMMUNICATION ❈

● **Introduction**

The term 'persuasions ' means to force someone into something. Here, persuasive communication means, persuading others to understand what you are trying to communicate in your way. Persuasive communication has one core purpose: get your readers to support, believe, and act in your favour.

The act of presenting arguments to move, motivate, or change your audience is called persuasion. Persuasion can be either implicit or explicit. Motivation involves force, a stimulus, or enough influence to bring about a change. Motivation is the stimulus while persuasion is the process that compels your audience to change their beliefs and behavior, adopt your place and relate to your arguments.

ee

Persuasive Communication is basically communication that is aimed at creating, reinforcing, or changing people's beliefs or actions.Persuasive communication benefits us in every part of our lives i.e in our relationships and career aspirations. Lawyers, marketers, public relations practitioners, counselors, administrators, politicians etc thrive on persuasive communication.

● Definition

"Persuasion is a communicative process of altering the beliefs, attitudes and intentions or behaviour of another by the conscious and unconscious of words and non-verbal message".

● Persuasive strategy

Whether the audience is aware of your desire for adoption or not, the likelihood of resistance suggests a persuasive strategy.

In this instance, it suggests that the audience will likely resist your idea or concept. They may already have accepted competing ideas or concepts.

In this case, the communication program must overcome this potential resistance.

This means increasing the frequency of communication and using emotional appeals or persuasive arguments to overcome the resistance. This is the type of strategy used in advertising and public policy management.

- **Types of persuasive communication**
  - There are three major forms of persuasive communication.
    - ✓ Advertising
    - ✓ Conflict management
    - ✓ Negotiation

❖ **Advertising**

Advertising can be defined as a communication process, a marketing process, an economic process, a social process, a public relation process, or an information and persuasion process.

It is a non personal communication of information and usually paid for and persuasive in nature, about product or ideas by identified sponsors though various media.

➢ **Advertising as a form of communication**
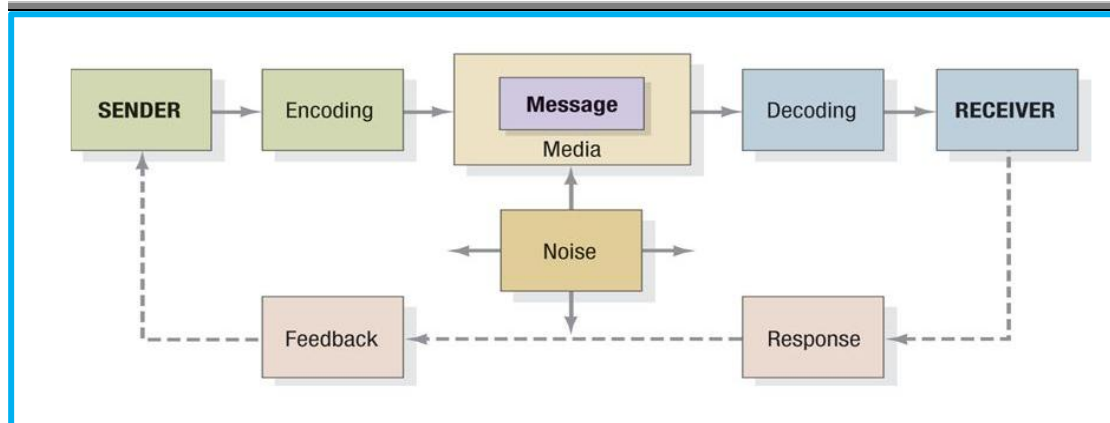
(1) Sender/sources

✓ In advertising who is really the source of the communication?

✓ The sponsor named in the advertisement?

But actually he/ she does not produce the message. That is done by sponsor's advertising agency.

(2) Encoding

In advertising, the encoding of messages- the conversion of mental concepts into symbols- is responsibility of the creative team.

(3) Message

In the encoding process, the advertising professionals usually begins by studying the emotions, attitudes and the concepts that derive particular type of customer. Once those are identified, symbols are developed.

(4) Media/ channel

In advertising term media refers to the communication vehicles such as newspaper, radios, televisions, magazines, internet etc.

(5) Receiver and Decoding

In advertising wholesaler, retailer and end users are receiver of the message of sender and decodes it.

(6) Feedback

Feedback can be in the form of telephonic inquiries, visit to stores, request for more information, sales, or responses to survey.

(7) Noise

- ✓ Environmental noise
- ✓ Psychological noise/ semantic noise.

➢ Applying the AIDA Model

Getting Attention:- Are you talking to me?

Building Interest:- Why are you talking to me?

Increase Desire:- Nice idea, but do I really need it?

Motivating Action:- What will I have to do?

➢ Planning advertisements for results

- ✓ Plan the advertisement around the idea.
- ✓ If you have several important things to say, use a different advertisement for each one and run the advertisement on succeeding days and weeks.
- ✓ The headline and illustration must support each other and establish the subject of the advertisement.
- ✓ Tell the listener how what is being advertised will help them.
- ✓ Get the main message in the first sentence, if possible.

➢ Effective online advertising

- ✓ Recognize the top sites where it will be profitable to place the advertisement.

- ✓ Focus an advertisement by understanding your client and knowing precisely what they want.

- ✓ While a picture is a worth a thousand words, steer clear of intensive graphics.

- ✓ Formulate specific promotional message that correspond to the goals. SALE!!!, Get FREE trial by click HERE, sign up for 30 days FREE trial…

- ✓ Design the advertisement so that it looks like it belongs to the site where you are advertising it.

❖ <u>Conflict Management</u>

Conflicts occurs when two or more competing responses or course of action are considered for a single event.

Organizational conflict arise when two or more parties, with perceived incompatible goals, seek to undermine each other's goal-seeking capability.

A poorly handled conflict can be certainly dangerous as relationship suffers and productivity declines.

➢ **Following attitudinal principles are the basis of successful communication for everyone, particularly when dealing with conflict:**

✓ Caring about what others are saying is key to good communication.

✓ There is always new information to learn from a communication

✓ Good communication requires focused enegy.

✓ Effective communication demands joint effort between speaker and the listener.

✓ One should understand other people's difficulty in communicating.

✓ The best communication occurs when people are genuine and natural.

➢ **Sources of organizational conflicts**

(1) Change

New policies, changes in operational procedure, a certain amount of employee turnover all are internal changes.

(2) Conflicting goals and objectives

Goals and objectives of one department may clashes with those of another department.

Better communication between departmental heads can easily resolve this issue.

(3) Limited resources

Not enough employees, lack of space, shortage of finance, outdated equipment and so on.

> ## Strategies for managing conflicts

(1) Collaborating (win-win)

- ✓ Collaborative communication are committed to working together to resolve conflict.
- ✓ Teamwork and cooperation help everyone to achieve their goals while also maintaining relationships.

(2) Compromising(win/lose-win/lose)

- ✓ Each party sacrifices something he/she is seeking to reach an agreement.

(3) Accommodating (lose-win)

- ✓ Accommodators give round as a way of maintaining harmony.
- ✓ Appease others by downplaying conflicts, thus protecting the relationship.

(4) Competing (win-lose)

- ✓ Competitive approach is based on assumption that the only way for one party is to reach its goals to overcome the other.
- ✓ When goals are extremely important, one must some times use power to win.

(5) Avoiding (lose-lose)

- ✓ One way to deal with conflicts is to avoid them whenever possible.

> ## Role of mediation in conflict resolution

✓ It is used by corporations as an approach to conflict resolution in which a third party helps disputants to arrive at a resolution to a conflict.

✓ A mediator does not make a decision or impose a solution but assists the disputants as they attempt to find their own way through the conflict.

➢ **Stages of mediation**

✓ Step 1:-Introduction

Initial statement of intentions

✓ Step 2:-Problem determination

Parties statement, fully describing his/her perspective to the situation, mediator often ask neutral, open ended questions.

✓ Step 3:-Problem identification

Clarification of presentation and underlying problems and statement of parties' intent to resolve conflict.

✓ Step 4:-General evaluation of object

Generation and evaluation of objects: creative thinking/ brainstorming/ idea generation

✓ Step 5:-Selection of option

Selection of option: testing for work-ability

✓ Step 6:-Agreement/no agreement/partial agreement

❖ <u>**Negotiation**</u>

There are various situations in your daily life, you need to negotiate with people around you.

✓ Agreeing on realistic project deadlines.

✓ Agreeing about a change of work rules with the union.

✓ Getting a raise in pay.

✓ Deciding new work timings for shop floor employees.

✓ Choosing new location for the office.

Negotiation is a process in which two or more individuals or group, having both common and conflicting goals, state and discuss proposals for specific terms of a possible agreement.

It normally occurs between companies, groups or individuals because one has something that other wants and is willing to bargain to get it.

➢ **Communication and effective negotiation**

Clear communication is the key to effective communication.

All three important skills,

Listening

Understanding

Speaking: that are encompassed in communication are vital for negotiation effectively.

✓ Listening

The best negotiators observe the communication skills of their counterparts, they note how other negotiators use word choice and sentences structure for effect; and they study vocal pitch, tonal and rate of speech.

✓ Speaking

Negotiation process are often most effective when the disputing parties take time to think through what to say.

✓ Understanding

If two negotiating parties do not understand each other's problems and concerns, then the process of negotiation will either be broken off or will end with solution that do not work.

So a common understanding must be reached before the two parties can look for the solution.

➤ **Basic approaches to negotiation**

(1) Integrative (collaborative or Win-Win)

Win/win negotiation are characterized by open and empathetic communications and are commonly referred to as partnership agreements.

(2) Distributive (competitive or Win-Lose)

In this negotiations, each of the parties seeks maximum gains and therefore, seeks to impose maximum losses on the other side.

➢ The six basic steps of Negotiation

- ✓ Step 1:- Getting to know one another
- ✓ Step 2:- Statement of goals an objectives
- ✓ Step 3:- Starting the process
- ✓ Step 4:- Expression of disagreement and conflict
- ✓ Step 5:- Reassessment and compromise
- ✓ Step 6:- Agreement in principle or settlement

MBA SEM 01
Module 03 Chapter 05

❀ COMMUNICATION THROUGH ORGANIZING VARIOUS EVENTS ❀

**(1)
MEETINGS**

● Introduction

A meeting is an assembly where people interact to discuss the issues and problems find solution and take decisions on them.ee

It is a gathering of two or more people that has been convened for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching agreement.

Meetings may occur face to face or virtually through the teleconferencing or videoconferencing.

A committee consists of a named subgroup of people within an organization who come together to fill a predetermined function. A committee's work is described in its charter and is often conducted in a series of meetings.

A committee meeting is a formal gathering of a subgroup within an organisation who come together to fulfil a predefined objective. committee meetings are the mechanism by which directors and non-executive directors chart the course for their organisation.

● **Types of meetings**

(1) Formal meetings

The rules of conduct of formal meeting are laid down in company's Articles of Association and/or Constitution or Standing Orders. With such meetings a quorum must be present. i.e., the minimum number of people who should be present in order to validate the meeting. Formal record also must be kept by the company secretary.

(2) Annual General Meeting

An annual general meeting (AGM) is a yearly gathering of a company's interested shareholders. At an AGM, the directors of the company present an annual report containing information for shareholders about the company's performance and strategy.

All shareholders are invited to attend the AGM but they must be given 21 day's notice.

(3) Statutory Meetings

Statutory meetings are called so that the directors and shareholders can communicate any matter related to formation of company and issues arising out of statutory report. Companies are required by law to hold these statutory meetings.

(4) Board Meetings

A Board Meeting is a formal meeting of the board of directors of an organization and any invited guests, held at definite intervals and as needed to review performance, consider policy issues, address major problems and perform the legal business of the board. In such a meting discussion regarding Organizational policy decision, forming new strategies & policy etc. is done.

(5) Informal Meetings

An informal meeting is a meeting which is far less heavily planned and regulated than a formal business meeting, and so lacks many of the defining features of a formal business meeting, such as minutes, a chairperson and a set agenda.

Informal meetings are not restricted by the same rules and regulations as formal meetings. These meetings are attended by a group of managers who may need to discuss a specific matter, receive a progress reports.

● **Solving Problems in Meeting**
- ✓ Step 1: Identify the specific problem
- ✓ Step 2: Analyzing the possible causes
- ✓ Step 3: List the possible solution
- ✓ Step 4: find out the best possible solution
- ✓ Step 5: Create an implementation plan

● **Stages of Meeting**
➢ There are three stages of Meeting:
- ✓ Planning the meeting
- ✓ Procedure during meeting/leading meetings
- ✓ Procedure after meetings

➢ **Planning the Meeting**
- ✓ Objective of the meeting
- ✓ Create an Agenda for the meeting
- ✓ Participants
- ✓ Timing and Venue of Meeting
- ✓ Materials, Equipment, Refreshment, and Room Layout for the meetings:

Three popular meetings layout

i) Board room:- The table in the center of the room with all of the participants sitting around it.

ii) The U-shaped Layout

iii) The Classroom Layout

➢ **Procedure During Meeting**

✓ Starting on Time

✓ Opening Remarks

✓ Getting to Business

✓ Participation

✓ Agenda

✓ Closing

➢ **Procedure after Meeting**

✓ Evaluation

✓ Follow-Up

➢ **Techniques Of Conducting And Participating In Meeting**

❖ **Conducting Meetings**

✓ Plan the Meeting

✓ Follow The Plan:- Keep the discussion on track

✓ Move The Discussion Along:- ensure covered all the agendas, avoid repetition, excessive details, useless comments

✓ Control Those Who Talk Too Much

✓ Encourage Participation From Those Who Talk Too Little

✓ Control Time

❖ **Participating in Meeting**

✓ Follow the agenda:- should not bring item not on the agenda, nor should you comment. If not agenda, stay on general goal of the meeting.

✓ Participate

✓ Avoid talking too much

✓ Co-operate

✓ Be courteous

➢ **Manners at Meeting**

✓ Don't go late to a meeting

✓ Don't interrupt others when they talk

✓ Don't monopolies the meeting

✓ Don't talk or joke with your neighbour

✓ Don't use phone

✓ Don't do anything unrelated to meeting

✓ Don't use excessively emotional language

✓ Don't disobey chairperson's instructions and requests

● <u>**Agenda**</u>

An agenda for a meeting is a document given to all attendees before the meeting that lists, in order, the matters to be discussed. It creates the framework within which the discussion take place. It helps to participant to prepare themselves for meeting. Also known as meeting timetable.

➢ **What is included in Agenda?**

✓ Name of expected attendees

✓ Exact place and date

✓ Time for starting the meeting

✓ Time when the meeting is expected to end

✓ Objectives of Meeting

● <u>Minutes</u>

Minutes are also one of the most integral part of an effective meeting. Minutes include the details of what was discussed, who said what, and what was finally decided in meetings. It is an official record of the company. it is also legal requirement for some of the meetings like board of directors.

➢ Types of minutes

(1) Narrative Minutes

✓ Narrative minutes aim capture entire discussion in a summary form.

✓ They record who said what and when

✓ It is extremely difficult to write

(2) Decision Minutes

✓ Do not narrate who said what. They record the decision taken, the names of people responsible for implementing them, and the deadline by which they should take action.

➢ When you called upon to write the minutes of meeting

✓ Take down notes

✓ Soon after it is over, prepare a draft of the minutes

✓ Before giving a final shape show them to chairman

✓ If you have any doubt regarding a statement or fact, check it up with some other members to ensure accuracy.

✓ To facilitate references give each item a heading and a number.

✓ When a proposal or resolution is approved by a majority, give the names of majority and secondary and vote for and against.

➢ **What to include in Minutes**

   ✓ The name of the organizational unit e.g. Finance committee, Board of Governors

   ✓ The date, time and place of the meeting

   ✓ The number of the meeting if it is in series, e.g. sixth meeting of the Board of Directors

   ✓ Name of the chairman of the Meeting

   ✓ Record of transactions

   ✓ Signature of the secretary and the chairman

   ✓ Names of members present, of those who could not attend, and those who attended by special invitation

<div align="center">

(2)
CONFERENCE

</div>

● **Introduction**

    Conference is a gathering for a particular set of individuals invited to consult with, discuss and/or present information on a particular topic or set of topics in a related field or subject for the purpose of bettering relations and information exchange between organization and individual represents.

The task of planning and coordinating a conference is a high profile but demanding the role that can be rewarding at the completion of event.

➢ There are two important questions to ask before considering organizing a conference.

What is the purpose of the conference?

How can the purpose be best achieved?

➢ **Purpose of conference**

The purpose of conference may be diverse. Some of the common purposes are as follows.

- ✓ Coordinating activities
- ✓ Build morale
- ✓ Solve problem
- ✓ Exchange information
- ✓ Initiate policy
- ✓ Products launch

❖ **Conducting a conference**

➢ **Date and time**

- ✓ Select a date, time and duration of conference.
- ✓ When selecting a date, be sure to leave yourself, attendees and presenters enough time to plan ahead for the conference.
- ✓ Also allow time to be able to find and book a suitable venue.

➢ **Attendees**

- ✓ How many participants will be attending and from how far are they require/ able to travel to the conference.

➢ Conference content

✓ Determine the most appropriate topics that will address the conference purpose.

✓ Select activities and presenter who can help to achieve the conference purpose.

➢ Venue/Facilities

✓ Preparing a checklist of the conference facilities and requirements will narrow the options.

✓ The following should be decided prior to searching for a conference venue.

Location

Capacity

Facilities

Accommodation

➢ Budget

✓ Work within the cost allotted for each attendee and the conference.

➢ Conference support

✓ At the venue it is always helpful to have a conference coordinator who can assist the finer points of the conference.

❖ Promote the conference

Invitation may be required to be sent out to presenters and the intended audience of the conference. Posters on notice boards around the work place is easy and useful promotional activity of a work conference.

➢ **Preparation**

✓ The order of the conference

✓ Confirmations

✓ Name badges

✓ Coordinating and printing of presenters notes

✓ Table arrangements

✓ Catering options

➢ **After the event**

✓ Pay all outstanding accounts of the conference

✓ Organize presenter's notes/conference outcomes

✓ Distribute conference outcomes

✓ Reflect whether the conference reached its objective/purpose

✓ Strength and weakness of the conference

**(3)
SEMINARS**

● <u>**Introduction**</u>

A small group of students meeting regularly under the guidance of a tutor, professor, etc, to exchange information, discuss theories etc.

A seminar is a form of academic instruction, either at an academic institution or offered by a commercial or professional organization. It has

the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, in which everyone present is requested to participate.

Seminars are an important part of many academic programmes and provide an opportunity for a group of students to discuss and analyse a range of new material, ideas and concepts together with the tutor. In some schools such classes are referred to as seminars and in other they are called tutorials.

● **Types of seminars**

(1) Mini seminar

Its coverage and scope are small and simple. A small population is enough to hold this seminar. A discussion held over the topic taught or to be taught with the students is known as Group discussion. Such group discussions held in an organized way within a class room, it is called mini seminar.

(2) Major seminar

The seminar conducted at an institutional or departmental level for a specific topic or subject is known as Major seminar. Usually students and teachers are participating in this type of seminar. This major seminar can be organized at department level for every month.

(3) National seminar

An association of any kind particularly with academic or professional interest or an organization (Government, Firm, etc.,) conducts this type of seminar at National level is called National seminar. The subject experts are invited to the seminar for discussion.

(4) International seminar

International seminars are basically with a larger audience with the participation from across the globe. These conferences are organized by learning societies, Research Organizations, Collages, Universities, Professional Bodies, Scientific Publishers Etc.

● **How to conduct effective seminars ???**

➢ **Assess Your Audience**

✓ When you deliver a seminar, you'll often have two audiences: the people listening to your program and the organizers of the event.

✓ List the reasons both groups want a seminar to help guide you in designing your presentation.

✓ Attendees will want specific, hands-on information they can start using when they get back to the office or home.

➢ **Create an Outline**

✓ Once you know the needs of your audience, start designing your seminar using a broad outline. Create a modular seminar with different topics that allow for clear stopping points during your presentation.

➢ **Develop Your Materials**

✓ Design a seminar that includes visual aids and handouts. This can include printed charts and graphs, an erasable board, a paper flip chart or a computer presentation. Avoid long blocks of text.

➢ Practice Makes Perfect

✓ The big thing that causes people to fail when they speak is a lack of preparation.

✓ The fear of speaking in public comes from the fear of looking stupid in front of people, and the way to avoid that is to prepare, practice and rehearse.

➢ Start and Finish Strong

✓ Start your presentation with an overview of what the seminar will cover and what the participants will achieve.

✓ Make sure your audience knows your credentials: Either have your background presented by the person who introduces you or include a bio on top of your handouts.

✓ If necessary, tell the audience a little about yourself after your seminar content overview.

✓ Finish the seminar with a review of the key points you covered and the main benefits the attendees should take with them.

➢ Make It Interactive

✓ Get your seminar participants involved. Distribute brief questionnaires and have participants discuss their answers.

✓ You might find that some of the most interesting moments of your seminar come from information your audience volunteers, discusses or argues about.

✓ Create group exercises that break your audience members into small groups that do problem-solving tasks.

✓ Have each group's leader present the group's results, and then let the larger group continue the discussion.

✓ "An interactive seminar is not you interacting with the audience, it's the audience interacting with themselves".

● **<u>Effective participation in seminar</u>**

✓ Preparation

✓ Engaging in discussion

       Verbal/non-verbal acknowledgments

       Agreements

       Observation

       Presenting alternative views

       Involvement

✓ Taking notes in discussion groups

✓ Follow-up work

● **<u>Why are Seminars and Conferences necessary?</u>**

✓ Exchange of information.

✓ Researched topic.

✓ Presented within a specific time.

✓ Specified pre-determined topic.

✓ Structured.

**(4)
PRESS MEETS**

● <u>Introduction</u>

A press conference is your way of announcing a new product or service, a new invention, a new medical cure, or other news in your business. It's usually led by a company or by the point person of an executive management team.

A press conference is a meeting in which the media and other representatives from related companies assemble, such as an official announcement.

Depending on how the conference is held and why the media may be given a chance to ask questions in response to any statements or other information gleaned. Here are some tips on how to organize a press conference successfully.

➢ **Crafting Your Message**

✓ This is your chance to control the message, so it's important to be clear with yourself. Know what you want to say, why it needs to be said and how you're going to say it. Define your goals.

✓ Write an outline of several key points you want to discuss. Be sure to include these key points in the press kit you hand out.

➢ **Choose Your Location**

✓ Depending on how many people you expect to attend, you might want to find a more spacious room. A room that as a sufficient number of lot of outlets for laptops, TV cameras, lighting, and perhaps a coffee maker. It should be a quiet location that doesn't have a lot of traffic from outside the venue or inside the building.

➢ Who to Invite?

- ✓ Make a list of media outlets to invite. Choose a few people from each organization and invite them via emailed press release or even send a personal email or make a phone call. Reaching out to at least a few people at every television station, magazine, or newspaper is proper protocol.

➢ Craft Your Tone

- ✓ On the day of the press conference, it is very important to arrive a few hours early to make sure that the location is prepped and ready to go.
- ✓ Establish a point person or group to check credentials at the door, and to have people sign in.
- ✓ You need to verify that there is a way for people to sign their name, and to state which media outlet they are with or which business.
- ✓ This can either be a virtual sign-in on a tablet or via pen and paper.
- ✓ Make sure there are plenty of seats that face the main table, from which you will be addressing the media.
- ✓ If refreshments are offered, make sure those are ready to go at least 20 minutes before the start time. This is your chance to control the location and set the tone for how the press conference will go.

➢ Following Up

✓ After the press conference, decide who you are going to thank. Look at the sign-in sheet. From the sign-in sheet, reach out and thank people.

✓ If you collect their contact information, offer to answer any follow-up questions or to send them a copy of the press kit.

✓ This is the time to establish relationships, so try to be positive with these interactions.

(5)
FESTIVALS

● **Introduction**

Life is all about happiness and as human beings, social interaction with our fellow beings not only brings happiness but helps us grow our capacity to learn languages, familiarize ourselves with cultures, inquire, think, play and work.

Festivals have both social and economic angles. In the chaotic and stressful planet we inhabit, happiness is overshadowed by negativity and insecurity and so the need for something that could bring positivity has been felt time and again.

Thus, festivals that give us the opportunity to forget all our worries and celebrate the positive side of life, even if it is for a few days, came into existence.

● <u>Reasons to celebrate festival at organization</u>

Celebrating festivals in office with your colleagues is not a futile task. It has a lot of hidden opportunities and benefits.

(1) Boosts employee morale

A beautifully decorated office for a festival, or a party to celebrate an occasion, lifts the spirits of the employees. It makes them happy, enthusiastic and boosts their morale.

(2) Opportunity for team bonding

An office party provides an opportunity to all the employees – from the different branches of the firm across the world – to get together

and bond. It helps employees place faces to the names of the team members they have only interacted with over e-mail or telephone so far.

(3) Improvement in team spirit

Office celebrations offer an opportunity to employees to bond and socialize. Common interests are, thus, discovered and employees get to know each other much better. This ultimately leads to an improvement in team spirit among the employees.

(4) Settlement of differences

Celebrations in office bring employees closer, and aid the settlement of any differences of opinion or disputes among them.

(5) Opportunity to socialize

Employees have the option of bringing along their families to celebrations in office. Such celebrations, hence, provide employees a chance to socialize with the families of other employees, thus improving their social ties with the company.

(6) Avenue for employee recognition

Office parties are a great avenue for the recognition of exceptional performance of the employees. It provides a good opportunity to the management to publicly recognize their outstanding performers, and reward them.

(7) Building of traditions

The celebration of festivals in office every year creates a tradition at the workplace. It gives the employees something to look forward to.

(8) Recognition of hidden talents

Office celebrations are a good platform for the management to discover the hidden talents that each of their employees possesses, like painting, acting, singing, dancing, decorating, etc.

(9) Forum to distribute gifts

Celebrations in office are a good forum for the management to distribute gifts to their employees, which goes a long way towards boosting employee morale and motivating them.

● **<u>Reasons to participate in festival celebration at organisation</u>**

✓ To know the organization.
✓ To remove stress and overburden pressure by celebrating festivals and enjoying it.
✓ To know the people or those faces, with whom one has not interact yet, beyond the organisation talk.
✓ To show your hidden talent, other than related to your job.
✓ To improve interpersonal communication.
✓ To remove conflicts among employees or management and employees.

● **<u>How company can celebrate festivals in an organisation?</u>**

✓ Company should beautifully decorate workplace as per the theme and completely transform it to be ready for celebrations.

✓ Company should conduct team building activities focusing on specific competency for each occasion making sure it can improve the team interactions in those specific areas.

✓ Company should bring in industry experts, motivational speakers, artists, and musicians to conduct workshops, musical shows to enlighten its team with their talent. It also helps create a spark.

✓ Wonderful DIY (do it yourself) workshops to help it's team to learn more about the traditions of festivals like making Modaks(for Ganesh Festival), Laddus, Paper Lanterns and Clay Lamps(for Diwali), Kites(for Vasant Panchami), Rangoli designs, making cookies and decorating Christmas trees(for Chirstmas) etc. company should bring in artists that are experts in their fields to teach you new techniques.

✓ Last but not the least we make sure that company's team is fed well with occasion appropriate food brought to company from corners of India that delights their taste buds.

● **<u>Communication in festival celebration/ improving internal communication in festival celebration at organisation</u>**

✓ Interact with the people informally, avoid formal rules and regulations.

✓ Feel free to say or express your feelings; it can be regarding particular festival, ways organisation celebrating it, employees interacting with each other etc.

✓ If you are new in the organisation, festival celebration is best time to make aware about yourself to other and know other people in the organisation.

- ✓ Participate in the events organized by the organisation related to particular festival celebration.

- ✓ Communicating and interacting with people in organization event will improve your inter personal communication power and help to show your hidden talent.

- ✓ Forget all organizational issues related to work, and all should communicate fairly with each other.

MBA SEM 01
Module 04 Chapter 01

❃ WRITTEN BUSINESS COMMUNICATION ❃

● Introductionsdssddsd

Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication. Clarity of thought, conciseness, correct grammar and sentence structure, and simple language characterize effective business writing.

Business writing is any purposeful piece of writing that conveys relevant information to the reader in a clear, concise and effective manner. Well-written communication helps define goals, identify problems and arrive at solutions. This is important in every aspect of business. Proficiency in business writing is a critical aspect of effective communication in the workplace.

Some of the various forms of written communications that are used internally for business operations include: Memos, Reports, Bulletins, Job descriptions, Employee manuals, Emails, Instant messages etc.

Examples of written communications generally used with clients or other businesses include: Email, Internet websites, Letters, Proposals, Telegrams, Faxes, Postcards, Contracts, Advertisements, Brochures, News releases etc.

● Writing business letter

When fortune magazine once questioned many successful executives about what business schools should teach, the answer was, " teach them to write better"

Business letters are not same as your leave note, or another routine letters. Business letters must be very concise and clear, because time is a valuable factors for the person.

If you can save the time through the precise communication then it is considered as an asset for the organization. When you write a letter it create an image of your company and yourself in the reader's mind.

A good letter should be clear and concise, with short sentences and simple words. Business letter writing is effective when one knows why one is writing a letter, understands the reader's need, and clearly writes what is needed.

> ## Effective Business Correspondence - Basic Principles

(1) Place the reader first

When a person is writing letter or communicating through written words, his/her focus should be a reader of that message. A person should write letter by keeping its reader in mind.

(2) Keep to the point

A written letter should be clear and concise. Unnecessary words or sentences should be avoided. Message should be professional and to the point.

(3) Set the right tone

A person writing business letter should ensure that the message is in a right flow and the tone of message should maintained throughout the letter.

(4) Write effective openings

In any written letter, opening should be clear end effective so that the seriousness and importance of the message can be understood just by reading opening phase.

● **Common Components of Business Letter**

- ✓ Heading
- ✓ Inside address
- ✓ Salutation
- ✓ Subject
- ✓ Main body
- ✓ Complementary clause
- ✓ Enclosures
- ✓ Copies

● **Business letter structure**

Below is an example of how a business letter is laid out and structured.

[Sender's Name]

[Sender's Company Name]

[Sender's Street Address]

[Sender's City, State/Province, & Zip/Postal Code]

[Sender's phone number and/or email address]

[Date]

[Recipient's Name]

[Recipient's Company Name]

[Recipient's Street Address]

[Recipient's City, State/Province, & Zip/Postal Code]

[Recipient's phone number and/or email address]

[Subject]

[Dear Name],

[Introduction – this is where you explain the purpose of the letter such as why you are writing it, what you hope to achieve from it, and any other important information you want to state upfront.]

[Middle Section – this is where you elaborate and provide more detail about what you outlined in the first paragraph. There may be several more paragraphs like this depending on how long the letter needs to be]

[Conclusion – this is the place where you wrap up and summarize things. There may be a call to action or next steps included in this paragraph.]

[Sincerely],

[Signature]

[Name of Sender]

● **Business letter example**

John Bravo

ABC Education Inc.

1234 – 123 Street

New York, NY 01218

May 21, 2018

Sarah Geenie

XYZ Company Inc.

6789 – 789 Street

New York, NY 04851

Re: Updated Billing Frequency

Dear Ms. Geenie,

I am writing to inform you of our new pricing model effective February 1, 2019. On the first of February, we will be switching from an annual billing cycle to a quarterly billing cycle and this letter contains important information that may impact your organization.

After conducting extensive research and receiving feedback from our customers, we have determined that most customers strongly prefer a quarterly billing cycle rather than an annual one. In order to best suit your needs, we have decided to offer this benefit, which will take effect on February 1, 2019.

This letter is simply to notify you of the upcoming changes, and no immediate action is required from you at this time. We thank you for your continued business.

Sincerely,

John Bravo

● <u>Strategies for writing the body of a Letter</u>

✓ State the main business purpose, or subject matter right way

✓ Keep the Paragraph short

✓ Provide topic indicators in the beginning of paragraph

✓ Place important information strategically

✓ Develop a 'You-attitude'

✓ Give an 'Action Ending' whenever appropriate

- ## Types of Letters

  - ✓ Routine business letters
  - ✓ Sales letters
  - ✓ Business memos
  - ✓ Covering letters for job application
  - ✓ E-mails
  - ✓ Proposals
  - ✓ Technical articles

---

(1)
ROUTINE BUSINESS LETTERS

- ## Introduction

      Routine Business Letters are those through which we conduct everyday business and convey goodwill to outsiders. Routine letters in the business sector are used for many tasks, for example: to inform, persuade, complete a determinate action or ask for information and further.

- ## Any routine correspondence can be planned in three steps:

(1) Opening paragraph

      Refers to the communication that is sent to you. Most of routine business letters begin by referring to a previous correspondence. It is efficient and saves the reader the time spent on searching for what is being referred to.

(2) Middle paragraph

Provide complete information. This involves trying to answer any questions that reader may want to ask. A bulletin or brochure is a useful way to minimize detail in a letter.

(3) Ending paragraph

Close the letter with a note of good will.

<div align="center">

**(2)
SALES LETTERS**

</div>

● <u>Introduction</u>

A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman.

A sales letter is often, but not exclusively, the last stage of the sales process before the customer places an order, and is designed to ensure that the prospect is committed to becoming a customer.

Letters are commonly used for giving information about products/ services and persuading prospective customer to buy. The sales letter is the highly individualized form of advertising and publicity. It addresses an individual personally, and attempts to change the person into an interested potential buyer.

- ● **Structure of a sales letter**

The structure of a sales letter is designed to overcome the buying resistance that most people have.

➢ The sales letter closely follows the four stages of selling process.
- ✓ Attract attention
- ✓ Create interest and desire
- ✓ Win confidence
- ✓ Motivate action

(1) Attract attention

The attention must be favorable. The opening sentence must arouse curiosity ad encourage the reader to read further.

➢ You can use any of the following device to grab the attention:
- ✓ Proverbs and quotation
- ✓ Striking information: often includes figures
- ✓ Stories and anecdote
- ✓ Split opening: listen- to the world's master in music.
- ✓ A conditional sentence
- ✓ Questions

(2) Create interest and desire

There are two things that really stimulate people: the hope of gain and the fear of loss.
- ✓ To be wealthy
- ✓ To look good
- ✓ To be healthy

✓ To be popular

✓ To achieve social status

✓ To have free time

(3) Win confidence

Through sales letters, confidence can be won by:

➢ **Facts**

    ✓ Figures of sales

    ✓ Medals, prizes and certificates won in competition

    ✓ Accreditation by certifying bodies such as ISI mark, ISO certificates, hall mark, Ag mark etc.

    ✓ Samples, demonstration and trial offer

➢ **Opinions**

    ✓ Opinions of satisfied users add social proof

(4) Motivating action

The most important function of the sales letter is to get action from the reader.

The entire structure of letter is built up so as to make reader take a step towards the product.

Introduce scarcity

Concluding sentences must tell reader exactly what action to take and how to do it.

(3)
BUSINESS MEMOS

● **Introduction**

It is a short piece of writing generally used by the officers of an organization for communicating among them. That is why it is called interoffice memorandum.

A memorandum (known as 'memo' in short form) is by definition, " a written statement that you prepare specially for a person or committee in order to give them information about particular matter".

It has been derived from the Latin word 'memorandus' means literally 'to mention' or 'tell'.

A memo is used for internal communication between executives and subordinates or between officers of the same level. It is never sent outside the organization.

➢ **A memo can be used:**
   ✓ To issue instruction to the staff
   ✓ To communicate policy changes to the staff
   ✓ To give/seek suggestions
   ✓ To request help or information
   ✓ To confirm a decision arrived at on the telephone
   ✓ To intimate granting/withholding permission to do something
   ✓ To seek explanation on some matter of conduct, etc.

● Memo Layout/Format

The actual memo format may vary from company to company. But most of them contain at least four Headings.

To:

From:

Date:

Subject:

● Specimen

A specimen of the memo format

The Memo format is different than that of a letter. Since a Memo moves from one department to another department or from one employee to another, it is essential to write the name of the person sending the memo and the name of the recipient and the designation or department of both the persons.

The words 'to' and 'from' are invariably used in a Memo. There is no salutation, and the writer's signature is put without writing the subscription or complementary close.

➢ Main body of memo

(1) introduction: background information

    Briefly give the reason for writing

    Refer to previous communication

(2) detail: fact and figures

    Logical sequence

    Separate into paragraph-each one dealing with a separate aspect of the main theme

(3) response: an action statement

    Action you want the reader to take

    Action you will take

    Deadline

(4)
COVERING LETTERS FOR JOB APPLICATION

JOB APPLICATION

- ## Introduction

A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. While your resume offers a history of your work experience and an outline of your skills and accomplishments, the job application letter you send to an employer explains why you are qualified for the position and should be selected for an interview.

Application letter is a personal letter incorporating a few features of business letter. The first objective of a job application letter is to obtain an interview. So the letter must be distinguished enough to attract immediate attention and arouse interest. It must convince the prospective employer that they can profit from the talents and services, that the writer offers.

- ## Types of Job Application

(1) Solicited Application Letter

Application written in response to an advertisement

(2) Unsolicited Application Letter

Application written at the writers initiative

Resume may form part of the letter itself or it may be written in an enclosed separate sheet.

➢ **Application Format**

✓ Letter style application

✓ In form of covering letter accompanying resume

➢ **Structure of Job Application**

✓ Name, Address of the applicant and date

✓ Employers Name and Address

✓ Salutation

✓ Subject Line

✓ Body of the letter

✓ Complimentary close

✓ Signature

✓ Enclosures

● **Sample**

Dear Mr. Morrison,

     I am writing to apply for the position of Content Manager on your web development team at Pierce Manufacturing.

     I learned of the opening through an online career job board. I found the opportunity as described very appealing. Based on the expertise and requirements listed, I believe I have the qualifications needed to make a positive contribution to the ongoing success of your organization.

     As a web communications manager,I worked as part of a team to develop the site structure and authored all of the content for the company's website. I increased the company's visibility with prospective customers by designing detailed product specification pages with built-in modules for size, color and quantity options. I increased page views and improved the company's search engine ranking to first page status by

employing a variety of techniques, including key word optimization, co-marketing strategies and strategic online advertisement placements.

My experience in working on cross-departmental teams has allowed me to develop strong interpersonal skills. I possess the ability to work and communicate productively with creative coworkers and highly technical engineers. I am experienced in both the development and marketing aspects of web development.I am skilled in various programming languages, search engine optimization techniques, functional enhancement identification and implementation and in creating attention-getting web content. I am dedicated, motivated and I consistently strive to achieve a standard of excellence.

I believe I am a very good candidate for the position of Content Manager and I would greatly appreciate an in person interview. You may reach me by phone at (555)-555-5555 or by email at [email] I am enclosing a copy of my resume for your consideration, along with letters of recommendation from previous employers. Thank you for your time and consideration. I hope to meet you soon.

Sincerely,
Ms. Della Walker

Enclosures:
Resume
Sundance Letter of Recommendation
PSR Letter of Recommendation

COVERING LETTER

● Introduction

A cover letter is a written document commonly submitted with a job application outlining the applicant's credentials and interest in the open position.

Cover letter is also called "the cold contact letter" which accompany with resume. It is one type of short and sweet application telling the recipient that all the details are attached to it.

● Guidelines for drafting covering letter

✓ Use of standard quality paper

✓ Must be typed unless asks for handwritten

✓ Source of information regarding vacancy must be mention

✓ Must express desire for that position

✓ Must express the favorable reply

✓ Mention that resume and other papers are enclosed

CURRICULAM VITAE (CV) / RESUME

● Introduction

A resume is not for getting the job but it is for fetching an opportunity for an interview. It is packages of your qualification, experience and accomplishment. It is also needed for applying for internships or for some competition.

Curriculum Vitae (CV) is Latin for "course of life." In contrast, resume is French for "summary." Both CVs & Resumes: Are tailored for the specific job/company you are applying to.

● Parts

➢ Career objective or summary of qualification

Must be match with job for that applied

➢ Education

Name and location of college, graduating year, examination passed, major subject, percentage and grade point

➢ Professional experience

List your work record in chronological order with current to first

➢ Special skills

Write down any special skill if you have other than your educational qualification i.e. any courses.

➢ Awards/ honors/ achievements

　　　Awards that you have achieved during your academic as well as professional life.

➢ Activities and interest

Activities and work in which you are interested and want to do.

➢ Contact information

Write Name, Address, contact number E-mail Id

➢ References

Contact detail that you want to give, so that recipient can check for credits.

(5)
BUSINESS REPORT

● **Introduction**

A report is a specific form of writing that is organized around concisely identifying and examining issues, events, or findings that have happened in a physical sense, such as events that have occurred within an organisation, or findings from a research investigation.

A report is a logical presentation of facts and information. A good business report must be an orderly arrangement of some factual information that is objective in nature and serves some business purpose.

● **Steps in writing business report**

✓ Step-I determine the scope of report

✓ Step-II consider your audience

✓ Step-III gather your information

✓ Step-IV analyze your information

✓ Step-V determine the solution

✓ Step-VI organize your report

● **Elements of effective business reports**

Accuracy : It includes accuracy of information and accuracy of writing.

Objectivity : It means to present material free from all personal feeling and prejudice.

● **Types of reports**

Report writing is a formal style of writing elaborately on a topic. The tone of a report is always formal. The important section to focus on is the target audience. For example – report writing about a school event, report writing about a business case, etc. Let us briefly discuss the different kinds of reports.
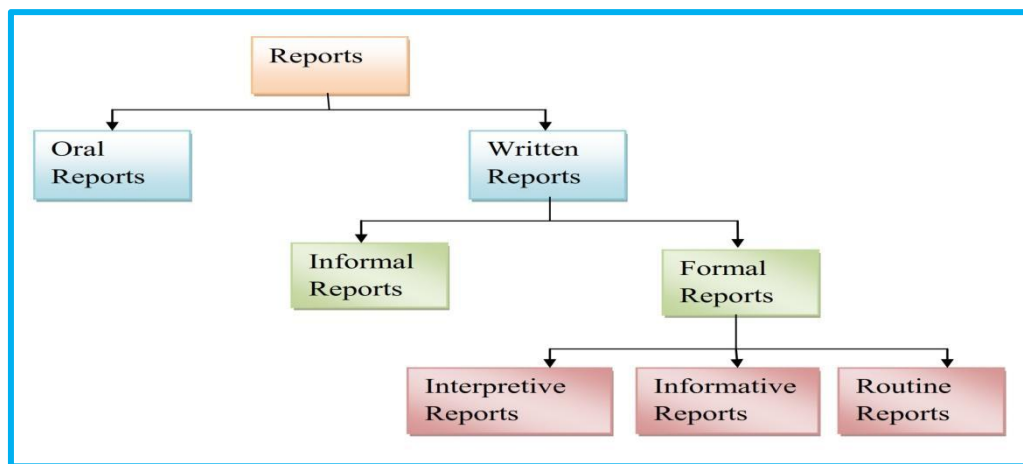
❖ **Written reports**

A report is written for a clear purpose and to a particular audience. Specific information and evidence are presented, analyzed and applied to a particular problem or issue.

■ **Informal reports**

Informal reporting is a process in which companies report information without using any specific structure. Informal reports include brief and unstructured information that can be critical. Similarly, these reports have lesser sections and are, thus, shorter than formal reports.

Informal reporting allows companies to communicate information without needing specific rules or formats. However, informal reports are strictly for internal use only.

■ Formal reports

A formal report is a document that analyzes information, determines conclusions and offers recommendations to solve problems. Formal reports are the result of the gathering and analyzing of large amounts of data.

Because of the scope and complexity of formal reports, there is a need for in-depth and extensive data research and analysis. Collecting research is a critical part of writing the formal report. The conclusions made and the recommendations that follow should be based on facts, statistics, expert knowledge and other forms information.

✧ Interpretive report

It is reporting news depth and with care, news refreshed with background materials to make it comprehensive and meaningful. It is objective judgment based on background knowledge of a situation or appraisal of an event which are essential parts of news.

Interpretive reporting requires a journalist to go beyond the basic facts related to an event and provide more in-depth news coverage.

✧ Informative reports

An informational report is one that contains details information of any event without analysis or recommendations. In this case, the job of

the reporter is to present the facts or data but not to provide any explanation. The informational report presents the facts and a summary- without stating analysis, conclusion or recommendations.

An information report is a factual text, which means it provides information about something. This report is used as a way to gain a better understanding about a living or non-living subject.

✧ **Routine reports**

A routine report refers to a report that is prepared and presented at regular intervals in an organisation as a routine work of the employers and the employees.

Two examples of routine reports are:

1. Annual report of an organisation

2. Budget of an organisation

A routine report contains some facts or information either in detail or in a summarized form. It may also be of critical type containing some remark or opinion. For example, the auditor's report on the final accounts of a company. Departmental managers or branch managers have to regularly submit routine reports to the higher authorities.

(6)
PROPOSALS

● Introduction

A proposal is a written document that seeks to persuade the reader to accept a suggested plan of action.

➢ Some reasons for business proposals are:

✓ To buy a service or product from the reader.

✓ To convince your department of your need for a new technology.

✓ To provide you with fund

(ex: A loan or a grant, to become a partner or shareholder)

A proposal is a written document to persuade the reader for a suggested plan of action. For example, a proposal may aim to attain a grant from the government to carry out a survey on communication practices on organizations.

● Types of proposals

(1) Internal proposal

An internal proposal is a type of proposal used to pitch a project within your organization. However, proposals can also be used to explain an idea and how it could benefit your company internally.

(2) External proposal

Many times when people think of proposals, they think of external proposals, where a company submits a proposal to another organization

in order to secure work. An external proposal is written for an audience that is outside of your organization.

For example, you may write an external proposal to a prospective customer proposing the customer purchase a good or service.

(3) Solicited proposal

A solicited proposal is one that is submitted in response to a specific work statement from the sponsor. A Request for Proposals (RFP) or Request for Applications (RFA) is sometimes used by sponsors to solicit proposals for specific research, development, or training projects or to provide specific services or goods.

A solicited proposal arises out of a specific demand or when the customer asks for a proposal. For ex. Government body or such other companies asked for tender for some projects. It also provides you with a description of what customer wants.

(4) Unsolicited proposal

You can initiate a proposal yourself. When you initiate a proposal it is unsolicited proposal. It can either be internal or external proposal depending on whether the proposal is for your employer or some outside agency.

(7)
TECHNICAL ARTICLE

● **Introduction**

Technical writing is a specialized form of writing. Its goal is to help readers use a technology or to understand a process, product or concept.

Often these processes, products or concepts are complex, but need to be expressed in a much simpler, reader-friendly form. So within the technical writing genre, you will find: technical reports, installation and maintenance manuals, proposals, process standards, work instructions and procedures.

● **Definition**

"Technical writing is the presentation of information that helps the reader solve a particular problem."

Technical communicators write, design, and/or edit proposals, manuals, web pages, lab reports, newsletters, and many other kinds of professional documents.

● **Audience**

If a document does not communicate the information that the writer intends and what he or she wants the reader to understand, then the communication is meaningless.

➢ **Consider:**

    ✓ How familiar are readers with the subject and with the specialised terms and abbreviations you need to use?

    ✓ What is the best way to explain those terms or shortened forms - footnotes, end notes, glossary, table of abbreviations, appendix, links?

● <u>**The Essential Elements of Technical Writing / Communication**</u>

    ✓ Presentation and Tone

    ✓ Conciseness

    ✓ Unambiguity

    ✓ Clarity

MBA SEM 01
Module 04 Chapter 02

❀ ELECTRONIC MAIL AND MAINTAINING A DIARY ❀

(1)
E-MAIL

- ## Introduction

Electronic mail (email or e-mail) is a method of exchanging messages ("mail") between people using electronic devices.

xd

Email later became a ubiquitous (very widely used) communication medium, to the point that in current use, an e-mail address is often treated as a basic and necessary part of many processes in business, commerce, government, education, entertainment, and other spheres of daily life in most countries. Email is the medium, and each message sent therewith is called an email (mass/count distinction).

- ## Handling a mail

➢ ## Look where you are sending your Mail to

With a insufficient and even wrong postal address most letters still reach the addresses because efficient couriers or kindly postmen make inquiries before giving up and returning undelivered letter to their sender. There is no such luck with E-mail.

> ## Don't mix business with pleasure; have a separate web-based mailbox for personal mail

When you are unable to get to work for two or three days and stay there unanswered.

You can share your password to your colleague if you have a both different business as well as personal mail-box.

Another reason for having separate mail box is, when you are working with your colleague, and if you have put opened your mail, it may happen that whenever you are not there your colleague may knowingly or unknowingly operate your mail id.

> ## WWW is Glass House; your mail is not as private as you think

E-mail is private and you can protect your E-mail by login password but it is not fully safe from prying eyes and hackers. Be careful about your credit card number and other sensitive information.

> ## Managing the Mail Box

With hundreds of mail messages coming into and going out of your mailbox. You may not remember which mail you have to replied to and which mail you haven't yet deal with. You need to manage your mailbox intelligently.

✓ Don't let your Mailbox Burst; reply within twenty-four hours
✓ Open your mailbox at least twice a day

- ✓ Don't make you're mail box a Junk yard; put it order; delete the message need not anymore
- ✓ Make sub folder and save mail in them that you might need to consult later

- ➤ **Presenting Your Mail**
- ✧ **Invest in the subject line: give your mail a smart heading**
- ✓ Busy professional will read your mail or delete it depends on two factor

     Your name and subject line
- ✓ If your mail has some priority then you can also assign to the mail i.e. URGENT, VERY IMP etc.

- ✧ **Don't attach unwelcome file to your mail**
- ✓ The attachment may be unwelcomed because the recipient can not open without requisite application software
- ✓ It could be simple as a word file or it couldn't be in that the recipient need uncommon software to open it

- ➤ **Plain commonsense and Etiquette**
   - ✓ Don't cry wolf too often; no one may take you seriously when the wolf comes.
   - ✓ Don't burn down your hut to kill small mice; Avoid private short cuts.

- ✓ Don't sow wild mails; Don't slap mails on people who don't need them.
- ✓ When your mails fail try smarter, not harder.
- ✓ Don't hide behind your mail; we have to learn to spare time for promoting human relations.
- ✓ Follow e-mail ethics.
- ✓ Bad grammar and spelling can be fatal
- ✓ Don't delay in sending the reply
- ✓ Make your mail's layout attractive
- ✓ Small is beautiful. Keep your mail short.

(2)
MAINTAINING A DIARY

● **Introduction**

A paper diary can be an effective organizational tool when used efficiently. If you value it as a vital business tool and actively seek to get more out of your diary, you can seriously impact your organizational skills and productivity.

So if you find you're not as organized as you need to be, keeping a business diary is the solution.

➢ **How to maintain a diary**
- ✓ Build a relationship with your diary
- ✓ Find an organisation method that works
- ✓ Record the past, present and future
- ✓ Set reminders for important events
- ✓ Write it down straight away
- ✓ Make it the first thing you look at each day

MBA SEM 01
Module 04 Chapter 03

❋ LEGAL ASPECTS OF BUSINESS COMMUNICATION ❋

- ## Introduction

Business communication can take many forms, including sales pitches, marketing messages, press releases and even company meetings, depending on the audience and communication medium. Business communication competencies tend to focus on building relationships and achieving productive results, but the legal aspect must also be considered.

Certain areas of business communication are strictly regulated by law, while others can lead to potentially harmful civil litigation. Understanding the potential legal consequences of communication in business is essential for entrepreneurs, managers and front-line employees alike.

Legal aspect refers to the selection of words used in Business Communication so as to ensure their conformity with the rules and regulations laid by the country's business law failure to which may cause a person to be up against legal actions.

- ## Defamation

It is the act of harming the reputation of another by making a false statement to another person. The act of defamation may be through a false written or oral statement.

Defamation (also known as calumny, vilification, libel, slander, or traducement) is the oral or written communication of a false statement about another that unjustly harms their reputation and usually constitutes a tort or crime.

➢ **Defamation broadly contains two legal terms**

Publication

Privilege

➢ **Types of defamation**

(1) Slander

The term slander refers to false statements made by one party against another. Slander is communicated verbally with the intent to defame the subject of the statements. Put simply, slander is a legal term used to describe defamation or the act of harming a person or business's reputation by telling one or more people something that is untrue and damaging about them. Slander can be the basis for a lawsuit but must be proven by the subject in civil court.

(2) Libel

If the statement made is written and is published, then it is "libel". Libel is defined as defamation by written or printed words, pictures, or in any form other than spoken words or gestures.[12] The law of libel originated in the 17th century in England. With the growth of publication came the growth of libel and development of the tort of libel.[13] In recent times, internet publications such as defamatory comments on social media can also constitute libel.

● Invasion of Privacy

Invasion of privacy is the intrusion into the personal life of another, without just cause, which can give the person whose privacy has been invaded a right to bring a lawsuit for damages against the person or entity that intruded.

➢ Intrusion of solitude- When individual intrude upon another personal private affair.

➢ Appropriation of name or likeness- When a person uses name of other without permission.

➢ Public disclosure of private facts- Dissemination of personal information, that is not of public concern.

➢ False light-Misleading information which put someone in false light.

● Fraud and Misrepresentation

Fraud is a deliberate misstatement of a material fact. Misrepresentation is a bonafide representation of misstatement believing it to be true which turns out to be untrue. Fraud is done to deceive the other party, but Misrepresentation is not done to deceive the other party.

Fraud means a misrepresentation made with an intention to cheat. Misrepresentation means giving an incorrect or misleading representation of some important element or some item or fact relating to the claim.

● Types of misrepresentation

➤ Fraudulent misrepresentation

Occurs when one makes representation with Fraudulent misrepresentation intent to deceive and with the knowledge that it is false.

➤ Innocent misrepresentation

Occurs when the representer had reasonable Innocent misrepresentation grounds for believing that his or her false statement was true. All misrepresentations that were not fraudulent were considered to be innocent.

MBA SEM 01
Module 04 Chapter 04

❋ NEGOTIATION SKILLS ❋

- ## Introduction

Negotiation skills are inherent qualities that help two or moxxxre parties agree to a common logical solution. In the workplace, you may have to display your negotiating skills in various situations such as: Negotiating a salary hike with the HR manager after promotion.

negotiation skills encompass back-and-forth communication designed to reach an agreement between two or more parties who are in conflict. Negotiation is an intrinsic part of any kind of joint action, problem solving, and dispute resolution, and may be verbal, nonverbal, explicit, implicit, direct, or through intermediaries.

Negotiators can improve their negotiation skills through confidence-boosting training, practice, and thorough preparation. In fact, simply acknowledging your fears is an important first step in improving your negotiation skills.

Whenever you're negotiating, the manner in which you approach the discussion dictates how successful you are.
- ✓ Separate the people from the problem
- ✓ Focus on interests, not positions
- ✓ Invent options for mutual gain
- ✓ Insist on using objective criteria

● Factors Affecting Negotiation

✓ They may recognize the need for bargaining but may bargain poorly because they do not fully understand the process and lack good negotiating skills.

✓ In cases of intractable conflict, parties often will not recognize each other, talk with each other, or commit themselves to the process of negotiation. In such cases, getting parties to participate in negotiations is a very challenging process.

✓ When there is little trust between the negotiators, making concessions is not easy. The search for an optimal solution is greatly aided if parties trust each other and believe that they are being treated honestly and fairly.

✓ Negotiators should attempt to gain a better understanding of the other party's perspective and try to see the situation as the other side sees it.

✓ If the "right" people are not involved in negotiations, the process is not likely to succeed.

● How to be good negotiator

(1) Preparation

Preparation is considered to be the backbone of the whole negotiation success. You have to be very well prepared before starting the negotiation with the other parties involved. The more you prepared the more will be a chance to success. Before starting negotiation you should have ample information about the two things. One the product and the other the person with whom you will negotiate to. In simple words you have to be equipped with enough knowledge to successfully lead the negotiation process from start to the end with the desired

outcomes. Good preparation is very much essential to the whole negotiation process.

(2) Listening

As a negotiator you have the ability to very carefully listen to the other party involved in the negotiation process. Note down the important points during the debate that can leads you towards the successful outcome. As a successful negotiator you should have strong listening skills and spend more of your time on the listening to the other party rather than to discuss irrelevant stuff which can get you nothing in the end.

(3) Ask Good Questions

Try to ask some very good questions to gain more and more knowledge about what you want to negotiate and what you want to achieve from the negotiation. Your questions should be interrogative rather than yes or no. By using good negotiation skills, you and the other party would able to agree on a fair price. Finding good questions will make your whole negotiation process a piece of cake.

(4) Communication

To be successful in your negotiation process you should have strong communication skills both verbal and written. Any misconception or misunderstanding will halt the whole negotiation process. You should be good enough in communication in order to state your case very clearly to the other party involved in the negotiation to achieve your desired outcome.

(5) Patience

As a skilful negotiator you should be patient during the whole negotiation process to reach out to the desired outcome in an amicable way. Discuss every part or point during your negotiation with patience to successful outcome so that there can be no confusion later on.

(6) Interpersonal Skills

Good negotiators have strong interpersonal skills. They keep a good working relationship with all those involved in the negotiation process in order to make the difficult negotiation very much easy. As a good negotiator you should have the skill to persuade rather than to manipulate to reach to your desired outcome.

(7) Problem Solving

Good negotiators have strong problem solving skills. They solve every problem with analytical and logical approach that comes in the negotiation process. As a skillful negotiation you have the ability to focus and solve the lingering problem which will benefit both the parties involved rather than to focus on your ultimate goal.

(8) Making them feel like they've won

In order to make someone feel like they have won you must let them make the decision. More-so you must let them come up with the idea of what must be done.

The only way to achieve this is to let them do the talking. The more uncomfortable the silence is, the more control you are gaining.Everything you need to know about negotiating you can learn

from war. As a former Marine I've learned from war what I needed to succeed as a negotiator.

The best way to win the war is to understand and know your opponents' tactics. The best way to understand your opponents' tactics when negotiating is to listen to them talk.

The more you listen to them talk the more you will learn about what it is they are trying to achieve. The more you listen to them talk the more you will learn about what it is they are willing to sacrifice to achieve that goal.

If you are talking more than your opponent, you are losing the negotiation and of story.

Once you've negotiated away their "self-proclaimed" sacrifices and given them the chance to create the terms of agreement (you've given up nothing at this point), you've now made them feel as if they can claim victory. In reality, you got everything you wanted and sacrificed nothing.

MBA SEM 01
Module 04 Chapter 05

❈ SOCIAL MEDIA ETIQUETTES ❈

- ## Introduction

Social media etiquette refers to the guidelines that companies and individuals use to preserve their reputation online. As social media channels have evolved to become one of the primary ways people communicate in the modern world on a daily basis, typical social rules are finding their way into digital environments.

Just as social etiquette dictates how people behave around others in the real world, social media etiquette revolves around online guidelines to follow.

- ## What is Social Media ?

An interfaces that allow individuals to interact with one another, exchanging details about their lives such as biographical data, professional information, personal photos and up-to-the minute thoughts.

- ## Etiquette Rule # 01: Profile Picture

In Social Media your profile picture re-present you. Most of the peoples take this quite non seriously. Place your picture, represent your true profile. If you do not want to put pictures, leave the media.

➤ Etiquette Rule # 02: Friend Request

Friend requests should be sent to people you know on a personal level. Use Linked In to connect on a professional basis and use your personal social networks for friends you know on a personal basis.

➤ Etiquette Rule # 03: Over Communicate

Don't over communicate. Be considerate, post and share relevant content. Many Facebook users are becoming more savvy, adjusting their friend settings to stop spam. So if you are spammer, chances are the content you're posting isn't being read by anyone.

➤ Etiquette Rule # 04: Share Photos & Tag

Social sites are a great place to share photos. Mobile apps allow you to upload pictures and tag your friends in an instant. Sometimes those pictures are a great representation of you, but aren't the best representation of your friends. Remember when you tag a picture your friends and their network see the picture. I've seen many Facebook posts asking friends to take down pictures they feel are in bad taste.

➤ Etiquette Rule # 05: Wall Post & Private Massage

Have you ever read a post and thought to yourself, why did they post this for everyone to see? Remember that even with strict privacy settings, when your friends comment on, or like your post, their friends' network can see that post and its comments in their news feed.

➢ Etiquette Rule # 06: Give Credit

We read and share a lot of great articles every day on our Social Media account. Facebook, Twitter, Google Plus etc. When sharing third-party articles, blog posts, etc., always try to include the name of person who said that or you can also give the link of blog from where you get it.

➢ Etiquette Rule # 07: Say Thank you

It sounds simple because it is. Take the time to thank someone who comments on your post, share your content or shares your Facebook photo. You'd be surprised by the responses that a simple "thank you" can get.