



**SARADHA  
GANGADHARAN  
COLLEGE**

MANUAL TITLE  
**COURSE GUIDE – B.A.ENGLISH**

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DOCUMENT TITLE  
**COMMUNICATION SKILLS**

**Edition:1**

## UNIT – 1

### COMMUNICATION SKILLS: HOW TO IMPART SPEECH SKILLS

#### Sub-units:

To impart speech skills; Communication; Effective communication; Miscommunication; Secrets of good conversation; Speech delivery; Difference between hearing and Listening, Characteristics features of Good listening; Fluency and Questions

#### Objectives:

- Understand the meaning of communication and its different types
- Help the people understand the problem of miscommunication
- To create awareness about barriers of communications and find out solutions to remove the barriers of communication
- Highlight importance of good conversation or good communication
- Realising the importance of listening
- Understanding the difference between hearing and listening
- Importance of fluency in the world of communication

### INTRODUCTION

“**Communication** is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals or writing. In communication process, a sender encodes a message and then using a medium or channel sends it to the receiver who decodes the message and after processing information, sends back appropriate feedback or reply using a medium/channel.”

Every person has personal style of interacting with others. In the process of communication, an individual uses manifold channels to convey the message. However, the effectiveness of the communication style depends upon whether the receiver has accurately interpreted the intended idea, thought, feelings etc. Sometimes, the speaker reveals more than he wished to convey through **tone, gestures** etc., Therefore, it is important to understand the different modes of communication.

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Effective communication is an important for the development of an individual or organization. It is something which helps the managers to perform the basic functions of management: Planning, Organizing, Motivating and Controlling. If communication is to be effective, it should not contain ambiguous, archaic, unintelligible and obsolete materials. This may not create better understanding between the organisations in the business world.

### **DEFINITION OF COMMUNICATION**

**Peter Little:** Communication is a process by which information is transmitted between individuals or organizations so that an understanding between them yields better results.

**Murphy, Hildebrandt, Thomas:** Communication is a process of transmitting and receiving verbal and non-verbal messages. It is considered effective, when it achieves the desired response from the receiver.

### **PURPOSE OR FUNTIONS OF COMMUNICATION**

Good communicators not only manage to convey the information, but also **expose speakers personality before others**. In the case of a professional language like English, Indian speakers find it difficult to **speak confidently and naturally**.

The **functions of spoken communication** can be broadly divided into four categories: **Informative, instructive, persuasive and integrative**. In order to be an effective communicator, we should be well aware of the functions of various communication. They are as follows

1 Informative 2 instructive 3 Persuasive 4 Integrative

#### **Informative**

Introducing oneself to others, describing products, reporting events, expressing opinions, talking about weather, describing about people and places, past events, current activities, future plans and reporting come under this category.

#### **Instructive**

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Giving instructions and direction, explaining concepts, offering advice and imparting training will be termed as instructive communication.

**Persuasive**

Convincing people, guiding students and advertising products are examples of persuasive communication.

**Integrative**

Greeting, making requests, seeking permission, making enquiries, apologizing, congratulating, encouraging, offering condolence etc can be cited as examples of integrative communication.

**TYPES OF COMMUNICATION BASED ON THE PERSONS INVOLVED**

**Types of Communication:** There are three types of communications based on the number of persons involved.

- a. One-way communication: Walky-talky Police and mining people
- b. Two-way communication: Phone or Mobile Mobile phones
- c. Group communication : Video conferencing Officials  
Tele conferencing Training centres

**IMPORTANT STEPS ONE CAN FOLLOW WHILE COMMUNICATING TO OTHERS  
(PROCESS OF COMMUNICATION)**

One must bear the following points before they send message through any mode:

1. The **purpose** or reason for the communication.
2. The **contents** of the message.
3. The **medium used** for conveying the message. (For example, internet, written text, speech, pictures, gestures and so on).
4. **Transmitting** the message
5. Messages are often **misinterpreted due to external disturbances** such as noise created by humans, traffic and natural forces.

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These factors can result in miscommunication.

- 6. **Receiving** the message.
- 7. **Deciphering** and making sense of the message. Decode.
- 8. **Interpreting and figuring out** what the receiver thinks is the real message.
- 9. **Feedback** to the sender in the form of reply.

**QUESTIONS:**

- 1. What is communication?
- 2. Define communication
- 3. Write three types of communications based on the persons involved in communication?
- 4. Write out various steps involved while sending communication to the other end?
- 5. What is communication process?

**SOLUTIONS:**

**1. What is communication?**

“**Communication** is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals or writing. In communication process, a sender encodes a message and then using a medium or channel sends it to the receiver who decodes the message and after processing information, sends back appropriate feedback or reply using a medium/channel.”

- 2. Write out various steps involved while sending communication to the other end?
- 3. One must bear the following points before they send message through any mode:
- 4. 1. The **purpose** or reason for the communication.
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11. These factors can result in miscommunication.
12. 6. **Receiving** the message.
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14. 8. **Interpreting and figuring out** what the receiver thinks is the
15. real message.
16. 9. **Feedback** to the sender in the form of reply.

### 3. Define communication

**Murphy, Hildebrandt, Thomas:** Communication is a process of transmitting and receiving verbal and non-verbal messages. It is considered effective, when it achieves the desired response from the receiver.

### VARIETY OF COMMUNICATION

There are several types of communications **based on channels** used and the **purpose of** the communication.

### BASED ON COMMUNICATION CHANNEL

1. Verbal
2. Non verbal
3. Visual

**1.Verbal:** Verbal communication involves the use of words and language in delivering the intended message. In the verbal communication, written and oral form of communication are included.

- **Written communication** includes **letters and documents, e-mails, reports, handbooks, brochures**, various chat platforms, **SMS** and any form of written interaction between people. The written form of communication is essential and indispensable for formal business interactions.

- **Oral Communication** refers to communication through the spoken words, either **face-to-face, over the telephones, video conferencing** or any other medium. Formal medium like **lectures, conferences, seminars, meetings and informal conversations, chit-chat, gossip** etc are part of oral communications.

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**2. Nonverbal Communication:** Nonverbal communication is the process of communicating by sending and receiving **wordless messages**. These messages can **aid verbal communication, convey thoughts and feelings**. Some of the functions of non-verbal communication are to complement and to reinforce the understanding the written message

**Body language:** An individual's body language that is, **facial expressions, stance, gestures, tone of voice, touch, and other physical signals** constitute this type of communication. **Smiles, frowns, pursing of lips, clenching of hands** etc. transmit emotions which are not expressed through verbal communication.

- **Paralanguage:** The way you say something, more than the actual words used, reveal the intent of the message. The **voice quality, intonation, pitch, stress, emotion, and style of speaking** will approve or disapprove the message. It depends upon the way the speakers use differently with different stress and intonation.

- **Aesthetic communication:** Art forms such as **dancing, painting, sculptor, music** are also means of communication. They distinctly convey the ideas and thoughts of the artist.

- **Appearance:** A **well dressed and groomed person** is presumed to be organized and methodical, whereas a **sloppy or shabby person** fails to make a favourable impression. Therefore, dressing appropriately in all formal interactions is emphasized.

**3. Visual Communication:** Visual communication is powerful medium that reinforces written communication. **Sign boards, photography, drawing, graphic design, illustration, other electronic resources** communicate different ideas, thoughts, emotions and feelings about the products that attract the attention of the people. Viscom is essentially **useful in the digital marketing**.

**BASED ON PURPOSE**

- 1. Formal**
- 2. Informal**

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- 1. **Formal communication:** Formal communication, both oral and written, follows **certain rules, principles and conventions** in conveying the message. The hierarchy in the organization has to be followed. **Formal format, style and language** have to be used.

There are three types of formal communications. Vertical, Horizontal and Diagonal.

- **Vertical:** Information **can flow upwards in the organization**. Data that are collected flows up to the top levels of management **for review and decisionmaking**. We must remember **Top down modal and bottom up modal of communications**.

- **Horizontal:** Horizontal communication involves **communication between two the organizations** at the same level. For example, the managers of a project in a company may hold a regular daily, weekly or monthly meeting to **discuss the progress of the project**.

- **Diagonal: Cross-functional communication** between employees at different levels of the organizational hierarchy is described as diagonal communication. Diagonal communication is increasingly **common in larger organizations**. For example, **a junior engineer reports directly to the General Manager** regarding the progress on the project. (violation?)

2. **Informal communication:** Informal Communication is the **casual, friendly and unofficial**. It is spontaneous conversation and exchange of information between two or more persons without conforming to the prescribed **official rules, processes, systems, formalities and chain of commands**. Informal communication is between **family, friends, neighbours, members** of the community and other social relations that are **based on common interests, tastes and dispositions**.

QUESTIONS:

1. How are communications divided and write what they are?
2. Write out the following:
  - a. Verbal
  - b. Non-verbal
  - c. Visual
3. What is para-language?



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4. Describe non-verbal communication?
5. Distinguish between formal and informal communication?
6. Write short notes:
  - a. Vertical communication
  - b. Horizontal communication
  - c. Diagonal communication
7. In what ways, formal communication is differed from informal communication

**SOLUTIONS:**

1. What is para-language?

**Paralanguage:** The way you say something, more than the actual words used, reveal the intent of the message. The **voice quality, intonation, pitch, stress, emotion, and style of speaking** will approve or disapprove the message. It depends upon the way the speakers use differently with different stress and intonation.

2. Describe non-verbal communication?

**Nonverbal Communication:** Nonverbal communication is the process of communicating by sending and receiving **wordless messages**. These messages can **aid verbal communication, convey thoughts and feelings**. cont Some of the functions of non-verbal communication are to complement and to reinforce the understanding the written message

**Body language:** An individual's body language that is, **facial expressions, stance, gestures, tone of voice, touch, and other physical signals** constitute this type of communication. **Smiles, frowns, pursing of lips, clenching of hands** etc. transmit emotions which are not expressed through verbal communication.

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### **EFFECTIVE COMMUNICATION**

Good communication is an art that has to be developed and honed. It is a fact that our everyday communication is often **marred by confusion, misunderstandings, misconceptions, and obscurity**. Thus, several aspects must be kept in mind while interacting with others to convey the intended message.

Effective communication is something that helps the listeners or the receivers understand the message clearly without ambiguity. When the receiver is absorbing **sender’s communication** and understanding it effortlessly, this is what we call effective communication. **Positive feedback** from the receiver, **without any supplementary questions**, is another evidence that communication is effective. Effective communication is important for the development of an organization. It is something which helps the managers to perform the basic functions of management- Planning, Organizing, Motivating and Controlling.

### **IMPROVING EFFECTIVE COMMUNICATION**

The following are the **important characteristic features** of Effective Communication:

1. Effective communication should be **informative, instructive, Persuasive** and **Integrative**. With these functions of spoken communication, one can communicate the matters effectively.
2. The several aspects essential for effective communication are **clear, concise, concrete, coherent, compete, and courteous**. If any speaker constructed the message using those features, it could communicate the perfectly without any ambiguity.
3. Emotion plays **a major role** in our interaction with other people. **Emotional awareness** is a necessary element of good communication. While interacting with another people, it is important to **understand the emotional balance between the personalities** for better communication.
4. While interacting with others, **either in a face-to-face or through media**, one should **not use obsolete, archaic** words and idiomatic expressions which might confuse the receivers at the other end.
5. The **use of verbal and non-verbal language** will enhance understanding of the people. Body language, **eye contact, facial expressions, hand gesture** and pause are very useful to make communication effective.

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6. While communicating with others, **pronunciation should be very intelligible** to the receivers. The sender should **not use mixed pronunciations** of both **British and American English**. He should deliver his speech with proper accents and intonation, leading to effective communication.

7.The person who articulates something should use **contracted forms and question tags** for lively discussion. This will enhance the quality of communication which never leads to miscommunication.

8.The use of **dialect, colloquialism** and **slang** should be dangerous elements for misunderstanding. If speaker want his speech to be intelligible to others, he or she **should avoid** them.

9. From audio books to apps, there is a **multitude of technological resources** one can use for improving communication skills. Students can **listen to English news** and **watch English Channels** to hear how the speaker pronounces different words or phrases and how they communicate differently and usefully.

10. **Recording speakers voice** and **analysing them** their strengths and weaknesses is an excellent method to improve communication effectively. Constructive criticism and suitable remediation will enhance the performance of the speakers.

### **BARRIERS TO EFFECTIVE COMMUNICATION**

Barriers to effective communication can distort the message. This may result in failure of the communication process . The following are main barriers to effective communication.

**1.Physical barriers-** Physical barriers are often due to the nature of the environment. An example of this is poor or outdated equipment, failure to introduce new technology, working in different places may also cause problems.

**2.Attitudinal barriers-** Attitudinal barriers come about as a result of problems with staff in an organization. Poor management, lack of consultation with employees, personality conflicts can result in people delaying or refusing to communicate. Personal attitude can also affect communication in the official set up.

**3. Semantic barriers:** While communicating, the speakers hardly use voice modulation, accent, pause, gesture, facial expression and signs of body language. Moreover, badly chosen words and phrases, careless omissions, lack of coherence, poor organisation of ideas and vagueness in expression spoil effectiveness of communication.

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The use of jargons, archaic, obsolete words, colloquialism slangs and over complicated technical words are also considered barriers for communication.

**4. Personal barriers:** Prejudice and bias distort independent thinking. An emotional or sentimental disposition is also an obstacle to the free flow of communication.

**5. Physiological barriers-** These may result from individuals' personal discomfort, caused by ill health, poor eyesight or hearing difficulties.

**6. Emotional barriers-**One of the chief barriers to communication is emotional barriers: anger, fear of criticism, mistrust of person, suspicious of intension, jealousy, anxiety and many more feelings and sentiments. A person who is upset and disturbed cannot communicate constructively and understandably.

**7. Cultural barriers:** Cultural differences exist within countries: between religious groups and in organisations. Families and family groups may also experience the effect of cultural barriers to communication. This causes confusion.

**REMOVAL OF COMMUNICATION BARRIERS**

Barriers to effective communication can **distort the message**. This may result in failure of the **communication process**. Hence, these barriers should be removed from the context for effective communication using the following ways.

i. **Identify and analyze the barriers:** find out the possible barriers in the way of effective communication and then try to remove these. To make the communication clear, make use of the listeners' language and avoid faulty translations.

ii. **Language barriers:** Barrier to communication can be removed by using apt language features such as verbal and non-verbal languages and avoiding archaic, obsolete words, mispronunciation and mixed pronunciation.

iii. **Emotional and Attitudinal barriers:** A person who is upset and disturbed cannot communicate or receive the information. It can be removed by organising function, interaction with other people, visiting to newer places. This will **remove attitudinal and emotional barriers** for better communication

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iv. **Processing barrier:** Recognize that communication is a two way process: it is necessary to know whether communication has been properly received and perceived. This can be done by encouraging action, responses, asking questions, removing confusion and explaining clearly the meaning of the message sent.

v. **Consistency and coherence** are essential for successful communication: Orders should be consistent with the objectives of the organization and in line with other activities.

iv. **Distance barriers:** Overcome disadvantages of the distance barriers: whenever possible use the physical devices like telephone and the intercom and see that people understand

vi. **Understanding the audience:** Empathetic speaking and hearing are essential for effective communication. Therefore, the speaker should know his audience and be sensitive to their needs

vii. **Feedback:** The use of feedback improves the communication process and reduces the chance of major disparities between the information.

**QUESTIONS:**

1. What is effective communication?
2. How will you increase effectiveness in your communication?
3. Discuss the various barriers to effective communication?
4. How could you remove the barriers of effective communication?

**SOLUTIONS:**

1. What is effective communication?

Effective communication is something that helps the listeners or the receivers understand the message clearly without ambiguity. When the receiver is absorbing **sender's communication** and understanding it effortlessly, this is what we call effective communication. **Positive feedback** from the receiver, **without any supplementary questions**, is another evidence that communication is effective. Effective communication is important for the development of an organization. It is something which helps the managers to perform the basic functions of management- Planning, Organizing, Motivating and Controlling.



2. What are the barriers of communications?

Barriers to effective communication can distort the message. This may result in failure of the communication process. The following are main barriers to effective communication.

**1.Physical barriers-** Physical barriers are often due to the nature of the environment. An example of this is poor or outdated equipment, failure to introduce new technology, working in different places may also cause problems.

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### MISCOMMUNICATION

The purpose of communication is to convey information from one person to another through the choice of written and spoken words. Unfortunately, sometimes **miscommunication happens**, when listeners or receivers at the other end **fail to understand what is said**. Besides, it occurs when a person perceived something wrongly. **Miscommunication is defined as mistakenly, unclearly, or inadequately transmitted information.**

During tension, fear and nervous condition, the speaker hardly communicate understandably and so they are responsible for **guilty of poor communication**. Miscommunication occurs when the speakers use **acronyms, jargon and colloquialisms, assumptions, non-verbal signs and individual mannerism.** ( bias, prejudice, poor listening skills, poor speaking skills, mental condition, tension, nervousness)

#### DIFFERENT TYPES OF MISCOMMUNICATION

There are three types of miscommunication

- Asynchronous communication,
- Synchronous communication, and
- no communication.

Miscommunication and Misinterpretation

**Asynchronous miscommunication:** It does not happen in real time: misperception, misinterpretation, and misconception. (Asynchronous communication is **transmission of large quantity of data** intermittently between two or more parties to respond immediately. E-mail, Facebook messenger, whatsapp, Microsoft Teams, Basecamp and intranets.)

**Synchronous miscommunication:** It happens in **real time** when talking over the telephones or speaking in the meetings or conferences. There is a lot of possibilities for miscommunication.

**No communication:** Fear and assumption through which miscommunication can be created while communicating to others.

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### REASONS FOR MISCOMMUNICATION

Miscommunication arise at **work place, in schools, on the playground and home too**. It is due to poor choice of words, messy thinking, false civility and sloppy language habits.

- Misaligned words:** The use of **poor choice of words, archaic and obsolete words and phrases** are responsible for miscommunication. The words suitable to the context are important because the **wrong word can confuse** the listener or reader.
- Unaware of Non-verbal Communication:** Due to ineffective use of non-verbal communication, confusion may occur. When communication is non-verbal, there is a chance that it can be misinterpreted. **Disinterested nature** of the people towards the **supra-segmental features** like stress, pause, and intonation cause miscommunication and also slip of the tongue and ears are also responsible for it.
- Messy thinking:** It refers to dirty or **confused thinking**. Some speaker begins speaking **before completing his thought process**. Therefore, his speech results in **contradictions and premature conclusions**, which should be avoided. It is suggested to use language that is precise, clear and easily understood.
- False civility:** Civility is a **matter of context**. What is **rude in one situation** could be **proper in another situation**. Civility means being conscious and considerate of **how actions and words affect others**.
- Sloppy language habits:** Unconscious patterns of thinking, speaking and interacting are developed over time. **Incomplete utterance of words and sentences and round about expression** affect our daily activities and relationship which often leads to miscommunication.
- Special Registers:** Legal and regulatory documents are **open to confusion** due to technical terms and quantity of more words and phrases.

### HOW TO AVOID MISCOMMUNICATION

Miscommunication can be **funny, frustrating** or upsetting. If the speaker wants to decrease miscommunication, speak clearly and **remove your assumptions, misconceptions and misunderstanding**. While communicating electronically, be clear, concise and informative. The speaker can **lower the risk of miscommunication**, if they follow the suggested ways which are as follows



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1. Communicators should **choose words and phrases** according to **efficiency of his audience**. If they do so, message being conveyed will be clear and concise.
2. While delivering a lecture, one should be very careful in using plain and simple words and phrases along with **voice modulation and non-verbal cues**. Speaker's **attitude, accent, intonation, pause and body language** can communicate quite a lot to eliminate miscommunication from the context.
3. Speaker should be open, honest and kind and he **should not be passive, aggressive** and sarcastic. **Friendly environment** will reduce miscommunication, whereas rude and disrespectful interaction will increase miscommunication.
4. When the Communicator delivers a lecture, he should check whether audience follow his class or not. He should **give time for interaction** which gives them the opportunity **to voice their concern**. This will help the **people feel comfortable** to ask for clarification. This method will remove miscommunication among the people or students.
5. **Follow up study** and feedback are important to avoid miscommunication. **Any slip of the tongue** or slip of the ears and **misunderstanding of the concepts** can be remedied easily, if the speaker adopts feedback session in the end.
6. Understanding **official environment, work culture**, developing cordial relationship, application of soft skills and skills of survival, the communicator can establish **conducive atmosphere** which might scare away the miscommunication.
7. **Mispronunciation**, mixed pronunciation, **archaic and obsolete words**, passive idiomatic expressions, dialects, colloquial and regional language expression cause miscommunication among the listeners or audience. Hence, these features should be avoided.

**QUESTIONS:**

1. What is miscommunication?
2. Write out the different types of miscommunication?
3. Discuss the reasons for miscommunication?
4. Discuss the ways and means to avoid miscommunication?

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**SOLUTIONS:**

- 1. What is miscommunication?

Unfortunately, sometimes **miscommunication happens**, when listeners or receivers at the other end **fail to understand what is said**. Besides, it occurs when a person perceived something wrongly. **Miscommunication is defined as mistakenly, unclearly, or inadequately transmitted information**

- 2. Discuss the reasons for miscommunication

Miscommunication arise at **work place, in schools, on the playground and home too**. It is due to poor choice of words, messy thinking, false civility and sloppy language habits.

- 1. **Misaligned words:** The use of **poor choice of words, archaic and obsolete words and phrases** are responsible for miscommunication. The words suitable to the context are important because the **wrong word can confuse** the listener or reader.
- 2. **Unaware of Non-verbal Communication:** Due to ineffective use of non-verbal communication, confusion may occur. When communication is non-verbal, there is a chance that it can be misinterpreted. **Disinterested nature** of the people towards the **supra-segmental features** like stress, pause, and intonation cause miscommunication and also slip of the tongue and ears are also responsible for it.
- 3. **Messy thinking:** It refers to dirty or **confused thinking**. Some speaker begins speaking **before completing his thought process**. Therefore, his speech results in **contradictions and premature conclusions**, which should be avoided. It is suggested to use language that is precise, clear and easily understood.
- 4. **False civility:** Civility is a **matter of context**. What is **rude in one situation** could be **proper in another situation**. Civility means being conscious and considerate of **how actions and words affect others**.
- 5. **Sloppy language habits:** Unconscious patterns of thinking, speaking and interacting are developed over time. **Incomplete utterance of words and sentences and round about expression** affect our daily activities and relationship which often leads to miscommunication.
- 6. **Special Registers:** Legal and regulatory documents are **open to confusion** due to technical terms and quantity of more words and phrases.



### NON-VERBAL COMMUNICATION AND ITS TYPES


**Nonverbal communication** does not use words for communicating anything, but some other modes are used, such as body language, facial expressions, sign language, hand gesture, sitting and standing posture and so on and so forth. There are **six types** of non-verbal communication.

- **Chronemics:** The use of **time** in communication is chronemics, which speaks about the personality of the sender or receiver: punctuality, the speed of speech, willingness to wait, and interaction etc.
- **Vocalics:** The use of voice in communication is vocalic: accent, voice modulation, pause while speaking, facial expressions and gesture. The sender using features of the voice send message to the receiver is known as vocalic or **paralanguage**.
- **Haptics:** The use of **touch in communication** is the expression of **feelings and emotions**.
- **Kinesics:** It is the **study of the body movements and gestures**. They serve as a form of non-verbal communication. i.e., body movement, gestures, postures, facial expressions, standing posture etc.
- **Proxemics:** It is the study of how people use and perceive the physical space around them and the effects on **behaviour, communication** and **social interaction**.
- **Artefacts:** The **appearance of a person** speaks about **his personality**, i.e. by way of clothing, carrying jewellery, lifestyle, etc. This kind of non verbal communication is known as artefacts.

### DIFFERENCE BETWEEN VERBAL AND NON-VERBAL COMMUNICATION

Comparison Chart

FEATURES	VERBAL COMMUNICATION	NON-VERBAL COMMUNICATION
Meaning	<ul style="list-style-type: none"> <li>• The communication in which the sender <b>uses words</b> to transmit the message to the</li> </ul>	<ul style="list-style-type: none"> <li>• The communication that takes place between sender and receiver with <b>the use of signs</b> is known</li> </ul>

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FEATURES	VERBAL COMMUNICATION	NON-VERBAL COMMUNICATION
	receiver is known as verbal communication.	as non-verbal communication.
Types	Formal and Informal	Chronemics, Vocalics, Haptics, Kinesics, Proxemics, Artifacts.
Time Consuming	No	Yes
Chances of transmission of wrong message	Rarely happens.	Happens most of the time.
Documentary Evidence	Yes, in case of written communication.	No
Advantage	The Message can be clearly understood and immediate feedback is possible.	Helpful in understanding emotions, status, lifestyle and feelings of the sender.
Presence	The message can be transmitted through letters, phone calls, etc.	Cannot be transmitted through letters, phone calls etc.,

### DIFFERENCE BETWEEN ORAL AND WRITTEN COMMUNICATION

Comparison Chart

FEATURES	ORAL COMMUNICATION	WRITTEN COMMUNICATION
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FEATURES	ORAL COMMUNICATION	WRITTEN COMMUNICATION
Meaning	Exchange of ideas, information and message through spoken words is Communication.	Interchange of message and information in written or printed form is Written Communication.
Source	Communication with the help of words of mouth.	Communication with the help of text.
Literacy	Not required at all.	Necessary for communication.
Transmission of message	Speedy	Slow
Proof	No record of communication is there.	Proper records of communication are present.
Feedback	Immediate feedback can be given	Feedback takes time.
Revision before delivering the message?	Not possible	Possible
Receipt of nonverbal cues	Yes	No
Probability of misunderstanding	Very high	Quite less

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**QUESTIONS:**

1. What are non-verbal communications? Give examples.
2. How many types of non-verbal communications are there in the system of communication?
3. Explain: Proxemics, Vocalics and Haptics
4. Describe six types of non-verbal communications.
5. What are the differences between Verbal and Non-verbal communications?
6. Distinguish between Oral communication and Written communication.

**SOLUTIONS:**

1. Explain: Chronemics, Vocalics and Haptics

**Chronemics:** The use of **time** in communication is chronemics, which speaks about the personality of the sender or receiver: punctuality, the speed of speech, willingness to wait, and interaction etc.

**Vocalics:** The use of voice in communication is vocalic: accent, voice modulation, pause while speaking, facial expressions and gesture. The sender using features of the voice send message to the receiver is known as vocalic or **paralanguage**.

**Haptics:** The use of **touch in communication** is the expression of **feelings and emotions**.

2. **What is non-verbal communication?**

**Nonverbal communication** does not use words for communicating anything, but some other modes are used, such as body language, facial expressions, sign language, hand gesture, sitting and standing posture and so on and so forth. There are **six types** of non-verbal communication.

**SECRETS OF GOOD CONVERSATION**

1. **Greet Them Politely**

Starting with “Hello, with a smile on your face and it automatically interests the person to indulge in a conversation.

2. **Give the Person Their Time**



When somebody is talking to us, we should be patient. We should let them make their point first. It is rightly said, **“Every conversation starts with good listening.”** Interrupting the person before he completes, the conversation will not be effective. So, **the very first secret to having a good conversation is to listen to them first, and then reply.**

**3. Maintain a Good Eye Contact**

Maintaining eye contact while talking to others is a kind of encouraging both for speaker and listening. It strengthens the understanding about what is being said.

**4. Never Say, “You’re Wrong”**

While talking, avoid all phrases like **“You’re wrong”, “That’s not right”** and **“That’s make no sense”**. These phrases **hurt people in a sentimental way**. They make them feel like you have no real respect for their thoughts and opinions.

**5. If You Are Wrong, Admit it Emphatically**

Your pride and ego may have insulted the speakers point of view. This would create discomfort in the meeting. **Apologies on being wrong** clears the discomforts for a better communication.

**6. Appeal to Their Nobler Side**

Instead of focusing on what was bad according to you, focus on the good things. Highlight the good part of the conversation and rise above the conflict. If you positively encourage and appreciate the person, he will surely concentrate on better things..

**7. Learn to interact**

A conversation is an interaction with another person, and involves listening as well as talking. Use conversation strategies like emphasizing key words, rephrasing, or using expressions like **‘You know what I mean?’** or **‘Don’t you agree?’** Give the other person a chance to speak and use their answers as a way of better conversation.

**8. Use your body language**

Non-verbal communication is very important for effective speaking, even for native English speakers. Use gestures, body language and facial expressions for explanation and try to read what the other person’s body



language is saying. Think about your posture, the way you stand or sit can make the difference between seeming bored or interested in what your conversation partner is saying.

**9. Think in English**

This is a great way to improve your spoken English, and you can do it anywhere, anytime. At home, you can talk to yourself while doing everyday tasks like preparing a meal. **If you are on the train or bus, then describe the people around you** and when you go to sleep, go over the day's events in English.

**10. Find English-speaking friends**

If you are really serious about becoming a good English speaker, you need to meet people with whom you can speak to in English. In turn, you learn sometime good pronunciation, voice modulation and fluency in language from him. It could be better, he must be native speakers of English

**CHARACTERISTICS FEATURES OF GOOD CONVERSATION**

1. Conversation should be **short but not lengthy**.
2. For beauty of sentence, speaker should use **contracted forms**
3. Use of **question tags** should encourage the speakers.
4. The **use of modal verbs** will enhance the understand the meaning of the conversation
5. Delivery of conversation **should not be ambiguous** but clear and specific.
6. The more **usage of linkers or cohesive devices** will help the listeners understand the message clearly and understandably.
7. The **use of accent, voice modulation, pause** and **good pronunciation** will interest the listeners to listen more from the speakers.
8. **Limited usage of non-verbal communication** including **body language** will be interesting for the listeners and also for the other speakers. Avoid using more idioms and phrasal verbs

**HOW TO DEVELOP SPEECH SKILLS**

1. Fear and shy are the worst enemy to develop speech skill
2. Listening to English



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3. Learn plain and simple sentences for day-to-day usage
4. Use simple vocabulary,
5. Use clear pronunciation and voice modulation
6. Interact only in simple English.
7. Let it starts from class English classes and travel to other places via home.
8. Describe a picture or cartoon in the newspaper and discuss with your friends.
9. Minimise the error. If you make error, learn from it.
10. Learn linking words so that you can link one idea with another idea
11. Be confident when you speak.  
Try, not to hesitate.
12. You can practise speaking in a number of ways.
13. You can work with others in group debate or discussion
14. Avoid translation into mother tongue.
15. Be inquisitive. Ask questions; open ended and closed ended.
16. Make eye contact – and smile!
17. Use positive body language to convey your feeling

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**SPEECH DELIVERY**

**Speech delivery** is a combination of verbal and nonverbal communication. It is based on how you use your voice and body to convey the message.

**SPECIALITIES OF SPEECH**

**Nuances of Speech Delivery:** There are four main kinds of speech delivery- **Impromptu**, Extempore, Manuscript and Memorized.

**Impromptu Speech** -An Impromptu speech is delivered **at the spur** of the moment and is spontaneous. It is an **unprepared speech**.

**Extempore Speech** - An Extempore speech is a style **used in public speaking** which uses an outline for the speech and some prior preparation. It is a **mix of spontaneous and prepared speech**.

**Manuscript Speech**- A speaker **reads from a prepared speech**, using a written script. This style of speaking falls under this category of Manuscript speech. The entire speech may be read out from notes or printed material. An example; TV news reader.

**Memorized Speech**- A speaker delivers a speech **by memorising** it. It can be termed as a **memorized speech**. This kind of delivery has its pros and cons.

**QUESTIONS:**

1. Discuss the secrets of good conversation.
2. Write some characteristic features of conversation.
3. How will you develop your speech skills?
4. Write dialogues with the following assumption: You are a teacher advising your students to opt for English literature rather than that of selecting science groups.
5. Converse with your friends how Pandemic periods are really dangerous both for children and old people.
6. What do you mean by speech delivery? Explain
7. Explain nuances of speech delivery
8. Write short notes: Impromptu and Extempore

**SOLUTIONS:**

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**1. What are the characteristic features of communications?**

1. Conversation should be short but not lengthy.
2. For beauty of sentence, speaker should use contracted forms
3. Use of question tags should encourage the speakers.
4. The use of modal verbs will enhance the understand the meaning of the conversation
5. Delivery of conversation should not be ambiguous but clear and specific.
6. The more usage of linkers or cohesive devices will help the listeners understand the message clearly and understandably.
7. The use of accent, voice modulation, pause and good pronunciation will interest the listeners to listen more from the speakers.
8. Limited usage of non-verbal communication including body language will be interesting for the listeners and also for the other speakers. Avoid using more idioms and phrasal verbs

**2. Write short notes: Impromptu and Extempore**

**Impromptu Speech** -An Impromptu speech is delivered **at the spur** of the moment and is spontaneous. It is an **unprepared speech**.

**Extempore Speech** - An Extempore speech is a style **used in public speaking** which uses an outline for the speech and some prior preparation. It is a **mix of spontaneous and prepared speech**.

**LISTENING:**

**Meaning:**


Listening is the **ability to receive and interpret messages** in the communication process. In other words, listening skills allow people to understand what someone is talking about. A good listener will listen not only to what is being said, but also to what is left unsaid.

**Effective listening** involves **observing body language** and **noticing inconsistencies** between verbal and non-verbal messages. **Critical listening** helps a person understand and evaluate **what is being said and how it is being said**. It permits the listener to concentrate on the main points and to determine the speaker's viewpoint.

**DIFFERENT TYPES OF LISTENING SKILLS**

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5 Types of listening skills

- **Appreciative listening.** Listening for enjoyment ... ..
- **Empathic listening.** Understanding the person who is talking( emotion, feeling and making sound like yeah yeah to encourage the speaker)
- **Discerning listening.** Speakers behaviour, appearance and voice
- **Comprehensive listening.** Understanding thoughts, ideas and message through understanding language and vocabulary.
- **Evaluative listening.** Assess the performance of the presentation of the speakers.

#### WAYS TO IMPROVE LISTENING SKILLS

- 1) Face the speaker and maintain eye contact.
- 2) Be attentive.
- 3) Listen properly including pronunciation and delivery of speech.
- 4) Listen to the speakers' speech that are being said.
- 5) Give the speaker regular feedback.
- 6) Practice active listening by being responsive and attentive.
- 7) When listening to someone, talk about a problem and refrain from suggesting solutions.
- 8) Wait for the speaker to pause before you ask questions.  
Ask questions to ensure understanding.
- 9) You can nod and show your understanding through appropriate facial expressions.
- 10) Pay attention to the non-verbal cues as well.

#### REASON FOR POOR LISTENING:

The **main causes of poor listening** are;

- Judging others **too quickly and harshly.**
- Jumping to **premature conclusions.**
- Responding **thoughtlessly.**
- Basing opinions of others on **first impressions.**
- Failing to set aside one's **biases and prejudices**

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**HEARING AND LISTENING**

**Hearing** is simply the **act of perceiving sound** by the **ear**. Hear means that sounds come into your **ears** whether you want it or not, while listen means that you **consciously pay attention** to what you hear.

**Listening** is something you **consciously choose** to do. **Listening** requires concentration so that **your brain processes meaning** from words and sentences. **Listening** skills allow one person to understand what another person is saying. Good **listening** skills make workers **more productive**.

**FLUENCY**

**Fluency** is **defined** as “being able to speak and write correctly and quickly or easily in a given language.” Speaking **fluency** is an **important** component of **communication**, because the ability of speaking **fluently** can help the speakers to understand the message without any ambiguity and to maintain communicative ideas more effectively. **Repeated practice** and **feedback** help the listeners to improve **oral fluency**.

**QUESTIONS:**

1. What is effective listening?
2. What are the different types of listening?
3. Explain Critical, Discerning and Evaluative listening
4. Suggest some methods to improve listening skills
5. Discuss the strong reasons for poor listening
6. Write out the difference between the hearing and listening
7. What is fluency?

**SOLUTIONS:**

1. What is the difference between hearing and listening?  
Listening is the **ability to receive and interpret messages** in the communication process. In other words, listening skills allow people to understand what someone is talking about. A good listener will listen not only to what is being said, but also to what is left unsaid.

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2. Brief about different types of listening

There are five types of listening which are shown below:

**Appreciative listening.** Listening for enjoyment ... ..

**Empathic listening.** Understanding the person who is talking( emotion, feeling and making sound like yeah yeah to encourage the speaker)

**Discerning listening.** Speakers behaviour, appearance and voice

**Comprehensive listening.** Understanding thoughts, ideas and message through understanding language and vocabulary.

**Evaluative listening.** Assess the performance of the presentation of the speakers.

3. What would be reasons for poor listening?

The **main causes of poor listening** are;

Judging others too quickly and harshly.

Jumping to premature conclusions.

Responding thoughtlessly.

Basing opinions of others on first impressions.

Failing to set aside one's biases and prejudices

**ASSIGNMENTS:**

1. Write the difference between verbal and non-verbal communication and oral and written communication.

**UNIT – 2**

**TALKING TO STRANGERS AND TALKING TO FAMILIAR PEOPLE**

Sub units: 2 Strategy to talk to the strangers and familiar people, important tips while talking to strangers and familiar people, questions and solutions.



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Objectives:

1. To make the readers understand the strategies involved while talking  
Strangers and familiar people
2. To expose them towards various linguistics and non-linguistic techniques

### INTRODUCTION

Talking to strangers requires a lot of linguistic and non-linguistic skills to communicate in a convincing way. On various occasions in social life, everyone has to interact with strangers in order to get information and guidelines by using language. While doing so, they have to be so polite in expressing certain information whether in formal or informal ways. Language, verbal and non-verbal language, voice modulation, word and sentence stress and other body languages are essential features while talking to strange people. These features are also equally important even for known people or familiar people.

### STRATEGIES TO FOLLOW WHILE TALKING TO STRANGERS

1. Look approachable and friendly. If you look anxious or grim when you open up a conversation, you're going to put the other person on edge immediately. Even if you feel like a mess inside, try to look relaxed and friendly to put other people at ease. This will result in better, longer conversations.

Make eye contact. Instead of fiddling nervously with your phone, look around the room and observe the people. Smile whenever you make eye contact with people, even if you don't plan to talk them. It both gives you practice in non-verbal communication.

Open up your body language. Throw your shoulders back, stick your chest out, and raise your chin. The more confident you look, the more people will want to talk to you. Don't cross your arms over your chest. People might interpret crossed arms to mean that you're closed off or uninterested in conversation.

2. Open nonverbally before you start talking to someone. Others might find it strange if you start talking to them without giving any hints. Make eye contact and give a smile to establish a connection before trying to start a conversation.

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3. Open with a small interaction. You might want to get to know someone, but opening with deep conversation will not be smooth enough to create cordial link. Instead of opening with a question about life goals, just make an observation or ask for a favor:

4. Introduce yourself. Once you've opened with your small interaction, you want to find out the other person's name. The best way to do is simply to offer your own name. Etiquette will basically force the other person to introduce themselves in kind.

5. Ask open-ended questions. If you ask questions that have yes or no answers, the conversation could stall quickly. Instead, ask questions that encourage the conversation to open up rather than close down.

6. Ask the person to explain something to you. Everyone likes to feel like they're an expert on something. Even if you know a lot about the subject you end up talking about, ask the person to explain things to you.

7. Don't be afraid to disagree. Finding common ground in a conversation is very important. A good disagreement can be a great way to form a new relationship. Keep the debates light-hearted. Make sure to smile and laugh often while debating.

8. Stick to safe topics. While you want to have a debate, you don't want to stray into areas that will lead to an actual argument. A debate about religion or politics might result in hurt feelings. You might be tempted to stick to a prepared list of conversation topics. Let the conversation grow organically.

**IMPORTANT TIPS TO BE FOLLOWED WHILE TALKING TO STRANGERS**

1. Say the magic word: "Hi."
2. Detach yourself from the outcome.
3. Tolerate rejection.
4. Don't mind what strangers think.
5. If you feel the fear, do it anyway.
6. Practice.



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7. Make it about them.
- .8. Make them laugh.
9. Try to discover their core passion.
10. Go out and smile!
11. Imagine that the other person is already your friend.

**HOW TO TALK TO FAMILIAR PEOPLE**

1. Approach someone you know. One effective approach is to ask that person something about themselves. Questions are a great way to get the conversational ball rolling.

If you want to chat to a colleague in the cafeteria, questions are a good way to start.

2. Keep it simple. You don't have to have a great opening line in order to start talking to someone. You can start by saying "Hi" or "How are you?". The other person will often take it from there and keep the conversation going. By keeping things simple, you are starting the conversation, but allowing the other person to help you get things started.

3. Avoid over-sharing. When you are trying to start a conversation, it is important that you do not make the other person feel awkward. Many people have a tendency to babble or chat nervously when making small talk. This can lead to a common social problem known as over-sharing. People often feel uncomfortable when you share personal information. The cashier at the grocery store likely does not want to hear that your teenage daughter is not performing well at school..

4. Know when not to talk. Sometimes silence can feel awkward. Your natural inclination might be to fill that silence with chit chat. However, there are times that it is best to stay silen

If you are bored on an airplane, you might want to entertain yourself by talking to your seatmate. But if she is giving you certain social cues, find another way to amuse yourself.

If someone is avoiding making eye contact, that is a sign she doesn't feel like talking.

5. Ask questions. Once you have broken the ice, there are several things you can do to keep the conversation going. Asking questions is a great way to continue the dialogue. You could ask your colleague to offer you some advice.

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6. Continue with open-ended questions. Asking any question is a great way to get the conversation going. But open-ended questions are the key to keeping the chat flowing. Ask questions that require much more than a yes or no answer.

7. Be genuine. Don't try to force a conversation. Instead, try talking about something that you genuinely care about. If you are feigning interest, it will usually be evident. At a dinner party, strike up a conversation with someone who shares your interest. When you are at your daughter's soccer game, try talking to another parent about the new coach.

8. Avoid conversation killers. After you have been chatting for a few moments, you might feel more comfortable. Part of being a good conversationalist is knowing how to avoid saying things that will make the other person uncomfortable. You've probably heard the old adage that you should avoid talking about politics or religion in social settings. You should heed that advice when you are in a diverse group of people. Avoid boring people. Strike the right tone.

9. Shift topics. During most conversations you will probably cover more than one subject. Be prepared to move on to something other than your ice breaking question. A good way to be prepared is to pay attention to current events. For example, you could say, "Did you see any of the movies up for Best Picture this year? I really loved Spotlight." Be ready to transition to new topics.

10. Reach out to other people. Take steps to involve others in your group. For example, if you are eating in the cafeteria at work, reach out to your co worker who is looking for a place to sit. Say, You can also do this in social situations.

11. Be a good listener. Listening is just as important as talking. To become a good conversationalist, you need to practice active listening. You can verbally indicate that you are listening and engaged. Try offering neutral comments such as "That's interesting."

You can use a method called echoing to demonstrate that you are listening.

12. Smile. When you are having a conversation, your body language can be just as important as the words you say. One of the most effective ways to communicate is to offer someone a smile. This is an especially great way to connect with someone you don't know very well.

Smile at someone at the dog park. Smiling is also an effective way to indicate support.



13. Make eye contact. While you are speaking to someone, it is important to look them in the eye. This demonstrates that you are engaged in the conversation. It also indicates that you are listening and respectful of what is being said. Eye contact also helps you gauge the other person's reactions. Eyes reflect people's emotions, such as boredom, anger, or affection.

Don't stare at people. It is not necessary to focus entirely on your friend's eyes.

14. Nod your head. A simple head nod is one of the most effective non-verbal cues you can use. Nodding your head can indicate multiple things. It tells someone that you understand what they are saying, for example. Nodding your head also demonstrates that you agree. It is also a way to show support for what is being said. Avoid being a bobble-head. Do not nod continuously, as that will negate the genuineness of the gesture.

15. Build your confidence. Your body language often reflects nerves or anxiety. It can be intimidating to talk to people, especially if you are shy. One of the best ways to increase your conversation confidence is to be prepared for multiple scenarios.

If you're going to a birthday party that involves bowling, be ready to tell a funny anecdote about the time you joined.

#### QUESTIONS:

1. How will you talk to the strangers?
2. What will you do to remove the shyness of the strangers to continue your discussion?
3. Discuss a few steps to debate with strangers.
4. How will you talk to familiar people?
5. List out some techniques one could use with strangers while talking
6. Describe the importance of three body languages?

#### SOLUTIONS:

1. Describe the importance of three body languages?



Smile. When you are having a conversation, your body language can be just as important as the words you say. One of the most effective ways to communicate is to offer someone a smile. This is an especially great way to connect with someone you don't know very well.

Smile at someone at the dog park. Smiling is also an effective way to indicate support.

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2. List out some techniques one could use with strangers while talking

1. Say the magic word: "Hi."
2. Detach yourself from the outcome.
3. Tolerate rejection.
4. Don't mind what strangers think.
5. If you feel the fear, do it anyway.
6. Practice.
7. Make it about them.
- .8. Make them laugh.
9. Try to discover their core passion.
10. Go out and smile!
11. Imagine that the other person is already your friend.



**ASSIGNMENTS:**

1. Submit a report after interacting with the stranger at the Pondicherry Bus stand in terms of language, types of questions, pronunciation, politeness in expression, use of any body language and non-verbal expression.

**UNIT – 3**

**TELEPHONIC CONVERSATION AND INTERVIEW**

**Sub units ;** Telephonic etiquette, Telephone handling skills, Telephonic Conversational phrases and sentences; meaning and purpose Of interview, how to prepare for interview, things to be avoided While attending the interview, understanding the different types Of interviews, questions and solutions.

**Objectives:**

1. To make the readers understand the importance telephone etiquette
2. How to attend phone call to maintain better relationship
3. To make them aware on various types of interviews
4. To understand various to attend the interviews successfully

**TELEPHONE ETIQUETTE**

Telephone etiquette is a set of polite manners we observe while conversing with a person on the phone. Proper phone etiquette is important for personal or professional calls. Being polite on the telephone is just as important as when speaking with someone in person. When taking a call, ask the name of the person you are speaking to, without sounding impolite.

**Smile!** It makes your voice brighter and more pleasant.

**Speak naturally** - When you sound rehearsed, you come across as insincere and robotic.

**Use simple**, uncomplicated language.

**Never make** an anonymous call. Always identify yourself first before you continue further.

When making a call, always know and state the purpose of your communication.

**Listen actively** - your time on the phone is limited. Make notes if necessary.



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**Learn to listen to others** without interrupting them. on hold or simply keep telling him what you may be doing on your system or the steps you are taking.

Be as **helpful** as possible.

Always **return calls** and ask for an appropriate time to call in case you need to call back the person.

When taking a phone call that is not meant for you, **always be polite and guide** the caller to the right channel if you can.

**No matter how busy** you are, answer the call courteously.

**Offer information**, which may help the customer to trace the person, or department that he/she wants. This not only reduces repeat contact but also gives a good impression of the organization.

When you are giving out information that is lengthy or important ask the caller if he or she has a pen and paper ready so that the information can be written down.

**Make use of words such as 'thank you'** and 'please'. For example, if you are asking a person for his driving license number and he asks you to wait while he fetches it, thank him.

**While transferring** a call, make sure that you introduce the caller to the person you are transferring the call to and vice-versa. This can be done either by conferencing the call or putting either party on hold.

**Wrong Numbers -**

If you have interrupted someone's day, it is your mistake. Apologise before disconnecting.

**Speaker phone etiquette -**

Always ask for permission of the other person before putting him on the speaker phone, and be sure to identify the other people present in the room.

**TELEPHONE HANDLING SKILLS**

With the proliferation of telephones and mobile phone services, many business transactions take place via the telephone. Many organizations recognized the need to define call handling procedures to ensure that they fulfil customer expectations and create a favourable impression for the organisation. Call handling procedures are designed to maintain a defined standard and quality of interaction during telephonic conversations.

However, there are **some standard procedures** that any person should follow to be able to communicate effectively.

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**Answering Machine-**

Always anticipate that you may have to leave a message. Prepare what you want to say. Do not ramble on.

It is important to include: Your name, telephone number and company.

Spell an unusual name and repeat your name and number at the end of the message.

Specify the **purpose of the call** rather than saying, "Please give me a call".

Let them know the best time to return your call.

Repeat numbers slowly.

Sign off positively.

Don't ignore the machine due to personal 'hate factors'.

**Voice Mail Etiquette-**

Keep your outgoing message current. If you are going to be out of the office, your message should say so. It should include:

- (i) When you will not be available.
- (ii) Date and Time when you will be back.
- (iii) Whom to contact in your absence.

**Office Phone Etiquette-**

Don't hover outside a co-worker's office or cubicle waiting for him or her to finish a phone call. Leave and try again later.

**Don't eavesdrop** on co-workers' phone conversations. A well-modulated voice always energizes a phone conversation. The voice you project is determined by the following factors, which can be controlled.

**Energy:** The energy in your voice reflects your attitude and enthusiasm.

**Rate of Speech:** A normal rate is 125 words per minute. Speaking faster may create problems. Speak in a relaxed mood without stressing yourself.

**Pitch:** You should avoid a monotonous voice. Cultivate variation in tone and inflection while speaking.

**Put a smile into your voice:** A smile adds a zing of friendliness to your voice while answering a call.



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**Soft skills:** A combination of excellent communication skills with a positive attitude is the right way to exude confidence over phone. You should avoid jargons and complex sentences that might confuse the other person or create a negative impression.

**Familiarity:** You should demonstrate a keen sense of familiarity with the communication process by handling the phone conversation effectively. Even if you are not aware of some facts and figures, do not let embarrassment mar your conversation. If you fumble while talking, it will reveal how low in confidence you are.

**Rapport building:** Try and build a rapport with the person you are speaking to. This helps you to gain the confidence of the other party and also lets him or her know that you can understand their point of view.

**Rephrase thoughts:** It is often good to rephrase and repeat what is being said to you. This insures that you understood what they said and more importantly, what they meant.

**Use good diction:** Speaking clearly and distinctly is extremely important. People may miss your point if you are hard to understand.

**Maintain a positive attitude:** You can communicate with a positive attitude whenever you speak. People will be more interested in what you say if you are using a positive sentence structure too.

**Establish some unwritten rules** regarding team dynamics and roles so that everyone knows what is expected of them. This helps to remove ambiguities and misunderstandings about who is supposed to do what, report to whom or hand over their completed work to whom.

**Listen actively:** Listening is the key in developing any type of relationship.  
Interpret: Read between the lines of what is being said. Some people have a hard time expressing themselves. You can help them by trying to interpret what they mean.

**Share:** Sharing your ideas is a personal effort to relate to others.  
Build trust: You need to build a bond of trust between you and the others in the conversation. Make them feel more at ease and they will be more likely to exchange ideas.

**Make a connection:** True communication requires a connection between the parties to a conversation.

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**Useful Phrases**

Can I speak to ..., please?  
I'm afraid he's in a meeting  
Can I help?  
Can you call back later?  
Can I take a message?  
Could you tell him that...  
Can I take your number, please?  
OK, I'll make sure he gets the message

**Related Dialogues:**

Claire: Hello, finance department.  
Jennifer: Hello, can I speak to Adrian Hopwood, please?  
Claire: I'm afraid he's in a meeting at the moment. Can I help?  
Jennifer: No, I need to talk to Mr Hopwood, I think. What time will he be out of the meeting?  
Claire: In about an hour. Can you call back later?  
Jennifer: Okay, I'll do that.  
Claire: Or can I take a message?  
Jennifer: Actually, would you mind? Could you tell him that JenniferMcAndrews called and that I'm in the office all day if he could call me back.  
Claire: Can I take your number, please?  
Jennifer: Yes, it's 5556872  
Claire: 5556872. Okay, I'll make sure he gets the message.  
Jennifer: Thanks very much for your help, bye!  
Claire: Goodbye!

**Useful Phrases**

Can I speak to Brian Hibberd, please?

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I'm afraid he's in a meeting  
I'd like to arrange an appointment  
I'll just look in the diary  
When's convenient for you?  
Would next Wednesday be OK?  
He's free in the afternoon after about three  
I could make it after four  
So shall we say 4.15 next Wednesday?

**Related Dialogues:**

Michelle: Mr Hibberd's office!  
Peter: Hello, can I speak to Brian Hibberd, please?  
Michelle: I'm afraid he's in a meeting until lunchtime. Can I take a message?  
Peter: Well, I'd like to arrange an appointment to see him, please. It's Peter Jefferson here.  
Michelle: Could you hold on for a minute, Mr Jefferson. I'll just look in the diary. So when's convenient for you?  
Peter: Some time next week if possible. I gather he's away the following week.  
Michelle: Yes, that's right, he's on holiday for a fortnight.  
Peter: Well, I need to see him before he goes away. So would next Wednesday be okay?  
Michelle: Wednesday ...let me see ... he's out of the office all morning. But he's free in the afternoon, after about three.  
Peter: Three o'clock is difficult. But I could make it after four.

**Useful Phrases**

You must have the wrong number  
Is that not 556 8790?  
No, it's 555 8790  
Sorry about that  
I must have dialled the wrong number  
Can I help you?  
I'm sorry, you've got the wrong number

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I'll try and put you through  
His direct number is...  
Sorry to have troubled you

**Related Dialogues:**

Male: Hello, this is the press office.  
Michelle: Rachel Allsop please.  
Male: I'm sorry, You must have the wrong number. There's no-one of that name here.  
Michelle: Oh. Can I check the number I've got.... is that not 5568790?  
Male: No, it's 5558790.  
Michelle: Oh sorry about that. I must have dialled the wrong number.  
Male: No problem! Bye!  
Male: Hello, press office, can I help you?  
Ruth: Hello. Paul Richards, please.  
Male: I'm sorry, you've got the wrong number, but he does work here. I'll try and put you through. In future his direct number is 5558770.  
  
Ruth: Did I not dial that?  
Male: No you rang 5558790.  
Ruth: Oh, sorry to have troubled you.  
Male: No problem. Hang on a moment and I'll put you through to Paul's extension.  
Ruth: Thanks.

**QUESTIONS:**

1. What is a telephone etiquette?

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2. What are the steps one can follow while trying to make phone call?
3. Discuss the techniques to handle the phone call gently
4. Write a few open dialogues before you talk over the phone to your friends?
5. Write telephonic conversation between you and your wife about your inability to come home this night?
6. How will you deliver your telephonic conversation interestingly?
7. What are the repeated sentences and phrases one can use while talking over the phone?

**SOLUTIONS:**

1. What is a telephone etiquette?

Telephone etiquette is a set of polite manners we observe while conversing with a person on the phone. Proper phone etiquette is important for personal or professional calls. Being polite on the telephone is just as important as when speaking with someone in person. When taking a call, ask the name of the person you are speaking to, without sounding impolite.

2. Describe office etiquette?

Official etiquette is a set of code of procedures one can follow officially in a format set up.

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**Energy:** The energy in your voice reflects your attitude and enthusiasm.

**Rate of Speech:** A normal rate is 125 words per minute. Speaking faster may create problems. Speak in a relaxed mood without stressing yourself.

**Pitch:** You should avoid a monotonous voice. Cultivate variation in tone and inflection while speaking.

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**Soft skills:** A combination of excellent communication skills with a positive attitude is the right way to exude confidence over phone. You should avoid jargons and complex sentences that might confuse the other person or create a negative impression.

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**ASSIGNMENTS:**



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1. Observe some telephonic conversations and note down the usage of Telephone etiquettes whether the speakers have used while conversing with him. Prepare a remedial measures to improve upon his telephonic conversation.

## **INTERVIEW**

### **INTRODUCTION TO INTERVIEW**

Interview is an opportunity for both the employer and the applicant to gather information. The employer wants to know if you have the skills, knowledge, self-confidence, and motivation necessary for the job. The interview is a two-way exchange of information. It is an opportunity for both parties to market themselves.

### **MEANING**

The word interview comes from Latin and middle French words meaning to “see between” or “see each other”. Generally, an interview means a private meeting between people when questions are asked and answered. The person who answers the questions of an interview is called in the interviewee. The person who asks the questions of our interview is called an interviewer. It suggests a meeting between two persons for the purpose of getting a view of each other or for knowing each other.

The interview is a face to face interpersonal role situation in which one person – the interviewer asks the person – being interviewed specific questions in order to assess his suitability for admission or promotion. It’s a psychological and sociological instrument to select employees for the company or organisation.

### **DEFINITION OF INTERVIEW**

**According to Gary Dessler, “An interview is a procedure designed to obtain information from a person’s oral response to oral inquiries.”**

**According to Thill and Bovee, “An interview is any planed conversation with a specific purpose involving two or more people”.**

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**According to Dr. S. M. Amunuzzaman, “Interview is a very systematic method by which a person enters deeply into the life of even a stranger and can bring out needed information and data for the research purpose.”**

**PURPOSE OF AN INTERVIEW**

The purpose of an interview is to make the candidates learn more about the position he has applied for and to enable both the interviewer and the candidate assess whether the candidate would suit the position. The candidate must convince himself whether he is really interested in the job, whether he has adequate skills and knowledge required for the job. Employers are willing to know whether he is determined to continue in the position, inspite of challenges and risks.

**TYPES OF INTERVIEWS**

There are many types of interviews that an organization can arrange. It depends on the objectives of taking the interview. Some important types of interviews are stated below:

1. **Personal interviews:** Personal interviews include: Selection of the employees Promotion of the employees, Retirement and resignation of the employees
2. **Evaluation interviews:** The interviews which take place annually to review the progress of the interviewee are called the evaluation interviews. Naturally, it is occurring between superiors and subordinates. The main objective of this interview is to find out the strengths and weaknesses of the employees.
3. **Persuasive interviews:** This type of interview is designed to sell someone a product or an idea. When a sales representative talk with a target buyer, persuasion takes the form of convincing the target that the product or idea meets a need.
4. **Structured interviews:** Structured interviews tend to follow formal procedures; the interviewer follows a predetermined agenda or questions.
5. **Unstructured interviews:** When the interview does not follow the formal rules or procedures. It is called an unstructured *interview*. The discussion will probably be free-flowing and may shift rapidly form on subject to another depending on the interests of the interviewee and the interviewer.
6. **Counseling interviews:** This may be held to find out what has been troubling the workers and why someone has not been working.
7. **Disciplinary interviews:** Disciplinary interviews are occurring when an employee has been accused of breaching the organization’s rules and procedures.

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**8. Stress interviews:** It is designed to place the interviewee in a stress situation in order to observe the interviewee's reaction.

**9. Public interviews:** These include political parties' radio-television and newspaper.

**HOW TO FACE INTERVIEW SUCCESSFULLY**

**Understand your office:** Find out about the company's vision, goal, products, the work culture and the management from the website. Then from the job description, analyse how suitable you are as a candidate. Prepare accordingly to face the interview.

**Be thorough with your CV:** You should be familiar with whatever is mentioned in the CV. Read it thoroughly so that you are not stumped by any question regarding your past employment and education.

**Act confident:** Your body language should be accurate and you should be making a positive impact during the interview. Sit straight on the chair and look into the eyes of the interviewer.

**Be on time:** Travelling to the interview can be stressful, especially if you've to commute a long distance. Try and do a trial run a day in advance so that you know how long it takes to reach there.

**Take deep breaths:** If you've been made to wait in the reception, have a glass of water and take some deep breaths so that your voice is regulated and you don't seem shaky. Also, prepare for some small talk, like what you would be saying about yourself, etc. This is essentially to break the ice.

**Polish your communication skills:** While answering, the candidate should be fluent in English with clear pronunciation and voice modulation that attract the attention of the panellists. Self-introduction should be meaningful and to the point.

**EXPECTATION OF EMPLOYERS**

1. Family Background
2. Education
3. Experience
4. Stability
5. Initiative
6. General Ability

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- 7. Interpersonal Skills
- 8. Confidence
- 9. Aptitude
- 10. Pleasant Looks

**WHAT TO AVOID WHILE ATTENDING INTERVIEW**

**Mistakes in Interview**

- |   |                                    |
|---|------------------------------------|
| 1. Oversell   | Trying too hard to impress         |
| 2. Body language  | Negative impression or signs       |
| 3. Lack of honesty  | Slightest stretching out the truth |
| 4. Negative attitude  | Complaining others                 |
| 5. Lack of preparation                                      | Unaware of the organisation        |
| 6. Lack of enthusiasm                                       | Disinterestedness                  |
| 7. Avoid discussing pay early and related promotions        |                                    |
| 8. Avoid talking technical subjects to non-technical people |                                    |
| 9. Keep your philosophy with you                            |                                    |
| 10. Avoid using mobiles                                     |                                    |

**DO's AND DON'Ts OF WHILE ATTENDING THE INTERVIEW**

- 1. Reach the place at least 15 minutes earlier
- 2. Greet the panellists with a pleasant smile
- 3. Take permission to sit
- 4. Show a positive and confident attitude and introduce yourself
- 5. Don't get tense
- 6. Be comfortable and face the interviewer with confidence
- 7. Listen attentively to the questions and give answers genuinely
- 8. Maintain proper eye contact with the interviewer
- 9. Speak clearly with normal voice



- 10. Do not shout
- 11. Always sit straight
- 12. Take care the language you use
- 13. Do not complain about your past organisation
- 14. While giving answers, don't argue with the panellists
- 15. If you are given a chance to ask questions, ask only relevant questions.
- 16. Wear comfortable formal cloths suitable to the occasion
- 17. Refrain from wearing a lot of jewellery

**USUAL QUESTIONS FROM THE INTERVIEWERS OR THE PANELISTS:**

Typical questions for which you can prepare when you go for an interview:

- 1. Tell us about you
- 2. Speak something related to your achievement
- 3. What are your aspirations?
- 4. What made you to choose this job?
- 5. Are you comfortable working in a team?
- 6. What do you expect from your manager?
- 7. Why have you not been able to work for so long in a factory? Any specific reason for it ?
- 8. Can you tell the employability skills you have with you?
- 9. What is your favourite subject?
- 10. Give an example of an occasion when you used logic to solve a problem?
- 11. What major challenges and problems did you face?
- 12. Tell me about how you worked effectively under pressure.

**HOW TO SPEAK BEFORE THE INTERVIEWER**

Exercise 1. Below you will see some common expressions that you might find useful. You can use these expressions or phrases while you converse with others either in face to face set up or over the telephone.

- 1. May I think about that for a moment?
- 2. In short, ...





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3. What I'm trying to say is...
4. To sum up, ...
5. What are your views on...?
6. Would you mind repeating that?
7. How can I put this?
8. In other words...
9. Sorry to say but...
10. Well, as a matter of fact...
11. I'm not so sure about that
12. Pardon?
13. I can't help thinking the same
14. What are your feelings about...?
15. So in conclusion, ...
16. I see things rather differently myself
17. True enough
18. That's right
19. I don't entirely agree with you
20. Perhaps I should make that clearer by saying...
21. How can I best say this?
22. Could you repeat what you said?
23. I couldn't agree more
24. Actually...
25. To put it another way...
26. That's just what I was thinking
27. In brief, ...
28. Could I just say that ...
29. Well, my own opinion is that...
30. That's my view exactly
31. To summarise, ...
32. What was that?
33. I must take issue with you on that
34. Let me get this right
35. Sorry to interrupt, but...
36. I'm afraid I didn't catch that

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37. What's your opinion?

**QUESTIONS:**

1. What is meant by interview?
2. What is the purpose of interview?
3. Discuss the different types of interview
4. What are the expectations of the Employers?
5. What are the precautionary measures will you take to attend the interview?
6. What are questions you are expecting from the panellists?
7. Imagine you are called for an interview for the post of the vice-Principal of a college. Write some conversational matters you had with the panellists.

**SOLUTIONS:**

1. What is the meaning of the interview?

The word interview comes from Latin and middle French words meaning to “see between” or “see each other”. Generally, an interview means a private meeting between people when questions are asked and answered. The person who answers the questions of an interview is called in the interviewee. The person who asks the questions of our interview is called an interviewer. It suggests a meeting between two persons for the purpose of getting a view of each other or for knowing each other.

2. What is the expectation of the employer from the employee?

The following characteristics features of the employees are liked by the employers for the development of the institutions or industries.

1. Family Background
2. Education
3. Experience
4. Stability
5. Initiative
6. General Ability
7. Interpersonal Skills



- 8. Confidence
- 9. Aptitude
- 10. Pleasant Looks

3. List out the Do's and Don'ts while attending interview

- Reach the place at least 15 minutes earlier
- Greet the panellists with a pleasant smile
- Take permission to sit
- Show a positive and confident attitude and introduce yourself
- Don't get tense
- Be comfortable and face the interviewer with confidence
- Listen attentively to the questions and give answers genuinely
- Maintain proper eye contact with the interviewer
- Speak clearly with normal voice
- Do not shout
- Always sit straight
- Take care the language you use
- Do not complain about your past organisation
- While giving answers, don't argue with the panellists
- If you are given a chance to ask questions, ask only relevant questions.
- Wear comfortable formal cloths suitable to the occasion
- Refrain from wearing a lot of jewellery

**ASSIGNMENTS:**

- 1. Meet your friends who attended the interview recently and collect information from him how he had performed well in the interview. Collect the data and submit it.
- 2. You have an interview card from the Employment Exchange for the post of Assistant Professor of English. How will you prepare for it. Write an assignment and submit it to the faculty concerned.



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## UNIT - 4

### GROUP DISCUSSION

**Sub units :** Group discussion, Procedure for Group discussion,  
Types of Group discussion, Features of Group discussion,  
Do's and Don'ts of Group discussion, Expectation of Employees  
Advantages of Group discussion, How to lead Group discussion,  
Tips for Effective participation in Group discussion, Tips for how  
To organise Group discussion. Mistakes to be avoided while  
Participating in Group discussion. Evaluation criteria for GD;  
Questions and Solutions.

#### Objectives:

1. To make the students or readers to understand the importance of Group discussion.
2. To realise the needs of the employers in the market of employment
3. To learn techniques of group discussion
4. To get exposed to various topics of social and economic issues
5. To learn the evaluation techniques for GD.

### INTRODUCTION TO GROUP DISCUSSION

Group Discussion is a methodology which is used to select the prospective candidates in a comparative perspective. GD may be used by an employer in an organization, colleges or even at different types of management to select suitable candidates for their organisations.

In this methodology, the group of candidates are given a topic and then asked to discuss the topic among themselves for 15-20 minutes. GD being one of the selection processes gives an insight of a person performing in real life situation along with team members. Team work is an integral part of any organization. It is a very useful tool to screen the candidate's potential as well as their skills.

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GD evaluation is done by the subject experts based on the discussions. A report will be prepared at the end of the discussion.

GD evaluates **how you can function** as a part of a team. Therefore **how you interact** in a team becomes an important criterion for your selection. Students of employees have to work in a team and get best results out of teamwork. That is the reason why management include group discussion **as a component of the selection procedure.**

### **PROCEDURE FOR GROUP DISCUSSION**

The group discussion gives the employer an opportunity to **assess and observe employees** behaviour. Each group discussion exercise will include one or more assessors who are trained to observe and assess students or employees' behaviour against the behaviour relevant to the job.

Group discussion involves **6 to 12 participants and 2 or 3 assessors.** The assessors are positioned so that they can clearly see the candidates assigned to them for the entire session. The assessors document everything they hear and observe about each person's performance in the hall. Each assessor will review the information they have recorded against the desired behaviour. The assessors then make a decision about employees' match against the job requirements.

### **VARIOUS TYPES OF GROUP DISCUSSION**

There are two types of group discussion: **Topical** group discussion and **Case study based** group discussion. Moreover, topical based group discussions are again divided into **three types** which are as follows: Factual topics; Controversial topics and Abstract topics.

**1. TOPICAL GROUP DISCUSSION:** They are based on **current affairs.** It can be classified into **three** which are as follows:

Factual

Controversial

Abstract

**Factual**

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Factual topics are about practical things, which an ordinary person is aware of in his day-to-day life. Typically these are about socio-economic topics. Examples: The education policy of India, Tourism in India, State of the aged in the nation.

**Controversial**

Controversial topics are the ones that are argumentative in nature. Examples: **Reservations should be removed**, Women make better managers

**Abstract**

Abstract topics are about intangible things. These topics are not given often for discussion. **Topics could be single-worded**, such as **'Blue'**, or a short cryptic sentence.

**2.CASE-BASED GROUP DISCUSSION**

The case study has two types: individual case study and institutional case study. In this discussion, information about the situation will be given to the students or employee and they would be asked as a group to resolve the situation. The objective in the case study is to get you to think about the situation from various angles.

Eg: "Dowry continues to haunt Indian brides" "Education should become a fundamental right". Eg: "Should India announce a sports holiday?"

**FEATURES OF GROUP DISCUSSION**

**(Pondicherry Uni. Question 2019)**

1. Group Discussion is a **group activity** carried out by the management. It is an exchange of ideas among the individuals of a group on a specific topic.

2 It is used as **reliable, testing device** - mainly as a tool to assess all the candidates in a group to select the best in comparative perspective.

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3. Group Discussion is **an informal discussion** in which participants of the **same educational standard discuss** a topic of current interest.

4. It is also **known as leaderless discussion**. It means its aim is to find out the effective leadership level of the candidates.

5. Topic may be given to **judge your public speaking talent**.

6. Discussion revolves **around a specific subject**

7. The examiner does **not interfere** once he announces the topic

8. Maintain cordiality and free expressions of thought and opinion

**DO's and DONT's in GROUP DISCUSSION**

**DO's**

- **Listen** to the subject carefully
- **Put down** your thoughts on a paper
- **Initiate** the discussion if you know the subject well
- Listen to others **if you don't know** the subject
- **Support** you point with some facts and figures
- Make **short contribution** of 25-30 seconds 3-4 times
- **Give others** a chance to speak
- **Speak politely** and pleasantly. Respect contribution from other members.
- **Disagree politely** and agree with what is right.
- **Summarize the discussion** if the group has not reached a conclusion.

**DONT'S**

- **Don't Initiate** the discussion if you do not have sufficient knowledge about the given topic.
- **Don't over speak**, intervene and snatch other's chance to speak.
- **Don't** argue and shout during the GD

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- **Don't** look at the evaluators or a particular group member
- **Don't** talk irrelevant things and distract the discussion
- **Don't** pose negative body gestures like touching the nose, leaning back on the chair, knocking the table with a pen etc.
- **Don't** mention erratic statistics.
- **Don't** display low self confidence with shaky voice and trembling hands.
- **Don't** try to dominate the discussion
- **Don't** put others in an embarrassing situation by asking them to speak if they don't want.

### **EXPECTATION OF THE EMPLOYERS TO SELECT THE CANDIDATES:**

With help of a Group discussion, an employer can assess a candidate's following skills;

1. Power of expression
2. Knowledge of the subject
3. Social adaptability
4. Flexibility
5. Liveliness
6. Confidence and Courage
7. Extent of participation
8. Ability to exert influence
9. Group leadership
10. Team work
11. Negotiation
12. Communication skills
13. Problem solving skills
14. Social skills
15. Life skills
16. 21<sup>st</sup> Century skills

### **ADVANTAGES OF GOOD GROUP DISCUSSION**

Group discussion is a new trend that has come up in order to **evaluate students or applicants' personality.**

A group of participants are made to discuss on a topic or subject for a limited time and then assessed accordingly. It is a chance for you **to be more vocal.**





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- 1.It helps to shed away the shyness of a candidate and brings his viewpoint amidst all.
- 2.It stimulates to think in a different, new way.
- 3.It helps the candidate in understanding his/ her own strengths and weaknesses.
- 4.It acts as an aid in expansion of the knowledge of the participant.
- 5.It helps to analyse the social or economic issues more logically.

**EVALUATION CRITERIA TO BE FOLLOWED IN GROUP DISCUSSION**

The evaluation of participants happens in two broad perspective: **Individual qualities and group skills.** Individual qualities refer to the competencies that you may demonstrate in or outside the context of a group. They include the following:

**A) Content:** the discussion is looked into from two perspectives – relevance and comprehensiveness. It is possible that a participant has talked a great deal in a GD, but he or she may have deviated from the topic significantly, in which case the content is deemed largely irrelevant without the possibility of further evaluation. If the content has been relevant to the topic, the panel examines whether your treatment of the topic is superficial or in-depth.

**B) Analytical skills:** The panel is of course interested in your facts, but they also like to see whether or not you can explore the ‘why’ and the ‘how’ of the subject matter. This is put to the sternest test in a case-study topic.

**C) Reasoning skills:** The panel looks at how you support your standpoints, and how you respond to those of the others, how effectively you can ‘strengthen or weaken’ an argument, how logical you are in your overall approach to the topic.

**D) Organisation skills:** You may have the facts, the supports, the explanations, but are you able to present them in the right order so as to maximise the impact of your good content? The panel wants to examine this.

**E) Communication skills:** You may have exhibited all the skills stated above, but can you get your point across to someone in a simple (not simplistic) language they understand, with relevant illustrations they can identify with?

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**F) Creativity:** Are you able to bring to the table a novel perspective on the topic? Can you look at a problem differently from ten other participants and suggest a path-breaking solution? Can you interpret an abstract topic in ways the others cannot? If yes, the panel looks at you as someone with one of the rarest of human qualities.

On the other hand, the **group skills** refer to those skills which can only be evaluated in the context of a group. They include the following:

**A) Listening skill:** The panel constantly observes whether or not every participant is listening to the discussion. In my experience, most participants are concerned only with speaking, and feel that they are done with the job as soon as they have spoken, which is contrary to the spirit of a discussion. There are many ways a panel may infer that a participant is a poor listener, such as a lack of eye contact with the group, or a poor summary at the end. It is one of the rarest skills, and a must for a would-be manager.

**B) Leadership quality:** In highly-charged discussions, one or two participants usually play the role of the anchor, in that they define the topic appropriately, offer the initial analysis of the keywords of the topic, and also try to hold the group together in pursuit of a common goal. Such individuals could demonstrate effective leadership, and score some extra points. However, one cannot score anything extra simply because one spoke first in the group, or was the loudest.

**C) Body language:** While assessing the body language, the panel primarily looks at eye contact and hand movements. The speaker must maintain a consistent eye contact with the entire group, and the listeners must reciprocate. Hand movements are to your speech what punctuation is to your writing. If used wisely they beautifully enhance the effect of your words.

**D) Group behaviour:** This is usually assessed in a broad distinction – assertive or aggressive. Avoid the latter no matter what. Assertiveness is a rational display of conviction of one’s thoughts, while aggressiveness is a display of domination through subtle intimidation. Assertiveness allows room for flexibility – which is a desired trait – while aggressiveness leads to irrational rigidity of viewpoint. Please remember that B-schools are looking for sensitive individuals, not skinhead bouncers.

**QUESTIONS:**

1. What is meant by Group discussion?
2. What is the purpose of group discussion?



3. Describe group discussion
4. What are the different types of group discussion?
5. What is the procedure for group discussion?
6. What are the specific features group discussion?
7. Short notes: Factual topics; Controversial topics and Case studies
8. Write elaborately the Do's and Don'ts of group discussion
9. What is the role of assessor or evaluator in the group discussion?
10. How will you behave in the group discussion as a team member'
11. What is the meaning of summary?
12. Who will lead the group discussion?
13. What are the good qualities that the management expects from the employees to be recruited in the company?
14. How to lead a group discussion?
15. What are the tips available to participate effectively in the group discussion?
16. Discuss the selection criteria or evaluation criteria for the
17. What are the mistakes one cannot commit while participating in the group discussion?
18. What are the tips to conduct group discussion smoothly?

**SOLUTIONS:**

1. What is Group discussion?  
Group Discussion is a methodology which is used to select the prospective candidates in a comparative perspective. GD may be used by an employer in an organization, colleges or even at different types of management to select suitable candidates for their organisations. GD being one of the selection processes gives an insight of a person performing in real life situation along with team members. Team work is an integral part of any organization. It is a very useful tool to screen the candidate's potential as well as their skills.
  
2. What are the specific features of Group discussion?  
  
1. Group Discussion is a group activity carried out by the management. It is an exchange of ideas among the individuals of a group on a specific topic.



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- 2 It is used as reliable, testing device - mainly as a tool to assess all the candidates in a group to select the best in comparative perspective.
3. Group Discussion is an informal discussion in which participants of the same educational standard discuss a topic of current interest.
4. It is also known as leaderless discussion. It means its aim is to find out the effective leadership level of the candidates.
5. Topic may be given to judge your public speaking talent.
6. Discussion revolves around a specific subject
7. The examiner does not interfere once he announces the topic
8. Maintain cordiality and free expressions of thought and opinion

3. What do you meant by summarising in Group discussion?

You can take the opportunity to summaries group discussed in a nutshell.

Keep the following points in mind, while summarizing a discussion:

1. Avoid raising new points.
2. Avoid stating only your viewpoint.
3. Avoid dwelling only in one aspect of the GD.
4. Keep it brief and concise.
5. It must incorporate all the important points that came out during the GD.
6. If the examiner asks you to summaries a GD, it means the GD has come to an end.
7. Do not add anything once the GD has been summarized

**ASSIGNMENTS:**

1. Conduct the group discussion on the following topic.” **IS ENGLISH A NECESSARY LANGUAGE WHEN WE HAVE A MOTHER TONGUE?”** and the detailed report to the Management.
2. Compile do’s and don’ts of group discussion and also recall the mistakes one can do while attending GD.

**UNIT - 5**

**ART OF PUBLIC SPEAKING AND COMPERING**

**Sub-units:** Public speaking: Definition, Types of Public Speaking,

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Characteristic features of good public speaker,  
Tips for preparing Effective Public Speaking,  
Presentation of Public Speaking and Questions.  
Compering, meaning, effective compering, tips for  
Compering, samples of compering and Questions and  
Solutions.

**Objectives:**

1. To make the readers understand the importance of public Speaking.
2. To get improvement in the art of public speaking
3. To gain knowledge on oral presentation
4. To learn the art of compering
5. To expose the readers on various samples of compering

**INTRODUCTION: PUBLIC SPEAKING**

Public speaking is a process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners. Public speaking is commonly understood as a kind of face-to-face speaking between individuals and audience for the purpose of communication.

Two adversarial lawyers arguing points of law before a jury is an **example of public speaking** at its best. And the other one, public speech is made in favour of the contestant in the elections.

**TYPES OF PUBLIC SPEAKING**

**Ceremonial Public Speaking:** This is function based through which listeners would be able to understand different social, political, and religious related functions.

**Demonstrative Public Speaking:** The purpose of demonstrative function is talking about the products, experiments etc., to make the public realise how those things are important.

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**Informative Public Speaking:** The primary purpose of informative presentations is to share one’s knowledge of a subject with an audience.

**Persuasive Public Speaking:** A second common reason for speaking to an audience is to persuade others. In our everyday lives, we are often called on to convince, motivate, or otherwise persuade others to change their beliefs, take an action, or reconsider a decision.

**CHARACTERISITICS OF EFFECTIVE OF PUBLIC SPEAKERS**

1. Confidence. ...
2. Passion. ...
3. Be Yourself. ...
4. Voice Modulations. ...
5. Keep it Short and Sweet. ...
6. Connect with your Audience. ...
7. Paint a Picture Through Storytelling. ...
8. Repetition.

**HOW TO PREPARE FOR PUBLIC SPEAKING SUCCESSFULLY.**

**1. Know your audience.** This includes the expected size of the audience, as well as their age, gender, educational background, and socioeconomic status. It’s also important to know their level of knowledge about the topic you’re presenting.

**2. Determine the appropriate tone for your speech.** You can think about the tone of your speech as the mood of the speech. It will be determined by the audience, occasion, topic, and purpose of your speech. You’ll also want to consider your personality. If your topic is serious in nature, you may use a grave tone. Alternatively, you might choose a humorous tone for a speech delivered at a celebratory dinner.

**3. Conduct research, if necessary.** If you’re already an expert on your topic, then you may be able to compose your speech from memory or from your own notes. However, it’s important to do research if there are any gaps in your knowledge. Keep in mind that the audience may notice those gaps and ask questions.

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**4. Outline your speech if desired.** Many people find that outlining helps them organize their thoughts and create a well-crafted speech. First, write your thesis, purpose, or controlling thought at the top of the page. Then, write out your main supporting points. Finally, write the conclusion that you want the audience to draw.

**5. Create a “hook” to engage your audience.** A hook is a sentence or phrase that captures the audience’s attention. In many cases, it gives them a personal stake in what you have to say.

**6.Add anecdotes or jokes.** Although the audience wants to hear your speech, people lose attention quickly. Stories, particularly personal ones, and jokes help hold their attention and make your speech more enjoyable.

**7.Anticipate audience questions.** If you have an idea about what the audience might ask, you can provide those answers in your speech. This ensures that your audience gets what they want from your presentation.

**8.Make presentation materials, such as note cards.** Although you don’t want to simply read your speech, It’s a good idea to write out your major points so that you can glance down for a reminder. You may also want to jot down a few words to remind yourself of important concepts that you don’t want to forget. Don’t write out full sentences.

**9.Be flexible.** Planning is a big help, but it’s impossible to foresee everything. Don’t let last-minute changes throw you off. You don’t have to follow your prepared speech exactly. For example, you may plan your speech for a group of experts but realize on the night of your presentation that the audience has less background knowledge than you expected.

**PRESENTATION OF PUBLIC SPEAKING**

**1. Mingle with the audience members before you give your speech.** This gives you an opportunity to gauge their potential response so that you make adjustments in your delivery. Stand by the door and greet people. Introduce yourself to people as they find their seats.

**2.Review your notes before your speech.** Glance over them once or twice on the day of your presentation. This will refresh your memory so that you are less likely to forget information.

**3.Articulate your words.** Speak in a slow, clear voice, taking the time to enunciate each word. At times, it can feel like you’re talking too slowly, but it actually makes it easier for the audience to follow your speech.

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**4. Use gestures to emphasize your points.** This can include intentional hand movements and your movements on the stage. Use gestures that are natural for you, as forcing them will look fake.

**5. Adjust to follow the audience's reaction.** Sometimes audiences react differently than you expected. For example, they may not enjoy your humorous elements. If this happens, adjust your tone and delivery slightly to meet their reactions.<sup>[15]</sup>

**6. Use audio-visual aids only as needed.** Unnecessary audio-visual aids can be distracting to audience members. This detracts from your speech.  
Don't read from slides, as people don't enjoy being read to.

**7. Involve the audience.** This is one of the best ways to keep your audience engaged. It can also help them remember more from your speech. You can do this by asking them to respond to you or ask you questions. Ask the audience to repeat your key phrases.  
You could also get the audience to make a particular sound or gesture at certain points in the speech.

**8. Be yourself.** Stay with normal feeling with a confidence. The audience is there to see you! Have the confidence to put a bit of yourself into your speech. Remember, it's possible to give a professional speech and still be yourself.

**9. Calm yourself, if you start to feel nervous.** Feeling nervous before speaking in public is totally normal. If you start to feel nervous, you can try a few techniques for calming yourself down. Imagine your presentation going well.  
Focus on the purpose of your speech rather than your nervous feelings.  
Breathe deeply to calm yourself.

**QUESTIONS:**

1. What is public speaking?
2. Describe different types of Public speaking
3. What are the characteristic features of a Public Speaker?
4. How will you prepare for public speaking?

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5. While presenting, what are the features one can look at it for successful performance?

**SOLUTIONS:**

1. What is public speaking?

Public speaking is a process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners. Public speaking is commonly understood as a kind of face-to-face speaking between individuals and audience for the purpose of communication.

2.What are the characteristic features of a Public Speaker?

1. Confidence. ...
2. Passion. ...
3. Be Yourself. ...
4. Voice Modulations. ...
5. Keep it Short and Sweet. ...
6. Connect with your Audience. ...
7. Paint a Picture Through Storytelling. ...
8. Repetition

3.How will you prepare for public speaking?

**Know your audience.** This includes the expected size of the audience, as well as their age, gender, educational background, and socioeconomic status. It's also important to know their level of knowledge about the topic you're presenting.

**Determine the appropriate tone for your speech.** You can think about the tone of your speech as the mood of the speech. It will be determined by the audience, occasion, topic, and purpose of your speech. You'll also want to consider your personality. If your topic is serious in nature, you may use a grave tone. Alternatively, you might choose a humorous tone for a speech delivered at a celebratory dinner.



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**Conduct research, if necessary.** If you're already an expert on your topic, then you may be able to compose your speech from memory or from your own notes. However, it's important to do research if there are any gaps in your knowledge. Keep in mind that the audience may notice those gaps and ask questions.

**Outline your speech if desired.** Many people find that outlining helps them organize their thoughts and create a well-crafted speech. First, write your thesis, purpose, or controlling thought at the top of the page. Then, write out your main supporting points. Finally, write the conclusion that you want the audience to draw.

**Create a "hook" to engage your audience.** A hook is a sentence or phrase that captures the audience's attention. In many cases, it gives them a personal stake in what you have to say.

**Add anecdotes or jokes.** Although the audience wants to hear your speech, people lose attention quickly. Stories, particularly personal ones, and jokes help hold their attention and make your speech more enjoyable.

**Anticipate audience questions.** If you have an idea about what the audience might ask, you can provide those answers in your speech. This ensures that your audience gets what they want from your presentation.

**Make presentation materials, such as note cards.** Although you don't want to simply read your speech, It's a good idea to write out your major points so that you can glance down for a reminder. You may also want to jot down a few words to remind yourself of important concepts that you don't want to forget. Don't write out full sentences.

**Be flexible.** Planning is a big help, but it's impossible to foresee everything. Don't let last-minute changes throw you off. You don't have to follow your prepared speech exactly. For example, you may plan your speech for a group of experts but realize on the night of your presentation that the audience has less background knowledge than you expected.

**ASSIGNMENTS:**

1. Watching YOU TUBE on public speaking, describe whether the speakers follow any strategy mentioned in this unit: Art of Public Speaking.

**COMPERING : IMPORTANT TIPS TO BE BORNE IN MIND TO DEVELOP THE SKILLS**

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**INTRODUCTION TO COMPERING**

**Compering is an event where one can present a programme in a lively manner, commenting upon the important personality, celebrity, sequence of events and presenting the event managements in interesting ways. It calls for all his skill, grace, and eloquence.**

**TECHNIQUES OF COMPERING**

- 1. Be sure about all the names of people you have to mention.** Try to understand how names that are strange to you are pronounced. Never get the names of people wrong; especially that of guests. Be also sure about their Profession or Qualification.
- 2. Be clear about what you are supposed to do.** Be clear about roles you are to play during the programme. Do the organizers expect you to hand over some memento to the Chief Guest, is it to introduce them, felicitate them or simply invite them.
- 3. It is excellent if you can write down the entire script** for the compering before you actually do it. This not only gives you confidence but gives you freedom to make last minute adjustments.
- 4. Be lively and enthusiastic in your presentation.** A compere sets the tone for the entire programme. It is his privilege to keep the momentum going. Along with the words spoken, dynamism on stage helps the audience to eagerly anticipate the segment that follows.
- 5. The way you begin is important.** It is the starting block from where you will start sprinting. Have a smile from your heart on your face; show confidence in the way you stand; let your movements be with grace and be loud and clear when you begin.
- 6. Find a few apt quotations** You can quote apt quotations or anecdotes between speeches. If the audience can feel the connection between those lines and the program, then it would be fantastic. Humour arising out of situations will create exuberant mood among the audience.
- 7. Be careful about voice modulation and clarity.** Reduce speed without letting go of enthusiasm. It needs practice. Be loud enough to be heard. You may have to put in 10% to 25% extra effort than your normal speaking to get this right.

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**8. Try to make transitions smooth through comments** Do not talk for long. Your role is to facilitate not to dominate. You are like the salt of the earth; adding taste without really clamouring for attention. As is said, a man who wants to lead the orchestra must turn his back on the crowd.

**9. Anticipate everything to go wrong.** Because many times things do wrong unexpectedly. For example, power failure while someone is singing or speaking. Then you may have to step on stage and take control of things. Be prepared to do so to redeem the situation.

**10. Finally, it would be great if you can go and practice** your compering on stage at the actual venue a day before the event.

**TIPS TO BECOME SUCCESSFUL COMPERER**

They are to be used sparingly. As King Solomon wrote: “The more the words, the less the meaning. Therefore, a simple, direct, dignified style with words that come from the heart yet stimulating thought would set the tone for the day.

*Never surprise eminent people with off hand announcements that they’ll speak on the topic, that too in front of a packed audience.*

*Common sense and basic courtesy should not be forgotten while compering.*

*When introducing people, always ask how they want to be represented before the crowd.*

*Do not overstep your functional role. You are asked to invite the speaker to share his thoughts; and not to speak on his/her topic.*

*A compere should be able to understand what is the apt remark for the occasion. Generally, frivolous statements should be avoided. Remember what King Solomon said: “A word aptly spoken is like apples of gold in settings of silver.”*

*When a simple direct statement is apt and appropriate, do not spoil the moment by making a garland of words with all kinds of wild flowers tied together without sense or sensibility.*

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*Always strive to make the audience respect the speaker and hold him/her in high regard even with the way you gesture especially with your hands.*

### **SAMPLES OF COMPERING**

“Ladies and gentlemen, the celebrations have begun and will continue long into the night. This World Cup just concluded has left behind some great memories like the brilliance of the fireworks now lighting up the night sky. New stars have risen, others have bid adieu. But for the moment, let us celebrate with the winners. Good night!”

“We have come to the end of a musical evening whose memories will linger long in our mind. It brought near to us the hope of Christmas as well as made us realize how precious to us the Gift of Christmas really is. It is now time to thank all the participating choirs once again for their enthusiastic rendering of traditional carols and other popular songs filling our hearts with joy. Wish you all a Jesus-centred Christmas and may all your dreams, desires and wishes come true at this blessed time of the year.

### **SAMPLES:**

Short Speeches of Introduction, Welcome, Felicitation, and Vote of Thanks.

#### **Welcoming the Chief Guest**

It is a great honour for me to introduce and welcome our Chief Guest this evening. He is an accomplished writer with several published works to his credit. [Title] [Title] [Title] are some of the works that has critical acclaim and international recognition with [Title] winning the [Name] Prize. His literary works have been agents of social change. His books have ignited a fire in every heart that dares to dream. Today we are privileged to have an opportunity to listen to him this evening. On behalf of all gathered here I welcome you Sir to this literary evening of the International Book Fair.

#### **Felicitation**

Respected Chief Guest and other dignitaries present here today; a warm good morning to one and all.

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It is my privilege to stand here before this gathering to wish the participants of this Sports and Cultural Fest all the best. The importance of sports and cultural competitions in nurturing talent and promoting good will and understanding between students of different institutions is well known. I am happy that the alumni of our College under the able leadership of the Principal has taken the initiative to organize a national level competition for students of Arts and Professional colleges. I welcome all the participants and wish you all the best.

Thank you.

**Vote of Thanks**

Respected Director of [Name] Hospitals, Respected Chief Guest of the Day, other dignitaries, colleagues, graduating students and parents, We have come to the end of a memorable Graduation Ceremony and College Day Celebration. It is a day that marks a new beginning in the lives of graduating students. I am sure that these students would carry from here professional excellence on one hand and compassion towards fellow men on the other.

I thank the all the dignitaries on the stage and off the stage to have attended the function in order to grace the occasion especially the Chief guest our beloved Vice-Chancellor of Pondicherry University and the Trust Board of Saradha Gangadharan College, Pondicherry/

And its my privilege to offer vote of thanks to the Principal, Head of the Departments, teaching fraternity and administrative officials.

**QUESTIONS:**

1. What is compering?
2. What are the purpose of compering?
3. Discuss the techniques of compering?
4. How will you introduce the chief guest in the meeting?
5. What are the matters one can avoid while compering?
6. Present vote of thanks in a function where the College Principal is honoured.

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**SOLUTIONS:**

- 1. What is compering?

**Compering is an event where one can present a programme in a lively manner, commenting upon the important personality, celebrity, sequence of events and presenting the event managements in interesting ways.** It calls for all his skill, grace, and eloquence

- 2. Discuss the techniques of compering

They are to be used sparingly. As King Solomon wrote: “The more the words, the less the meaning. Therefore, a simple, direct, dignified style with words that come from the heart yet stimulating thought would set the tone for the day. *Never surprise eminent people with off hand announcements that they’ll speak on the topic, that too in front of a packed audience.*

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- 3. How will you deliver vote of thanks while concluding memorable Graduation Ceremony and College Day Celebration.?

Respected Director of [Name] Hospitals, Respected Chief Guest of the Day, other dignitaries, colleagues, graduating students and parents, We have come to the end of a memorable Graduation Ceremony and College Day Celebration. It is a day that marks a new beginning in the lives of graduating students. I am sure that these students would carry from here professional excellence on one hand and compassion towards fellow men on the other.



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I thank the all the dignitaries on the stage and off the stage to have attended the function in order to grace the occasion especially the Chief guest our beloved Vice-Chancellor of Pondicherry University and the Trust Board of Saradha Gangadharan College, Pondicherry. And its my privilege to offer vote of thanks to the Principal, Head of the Departments, teaching fraternity and administrative officials.

**ASSIGNMENTS:**

1. How will you introduce the Chief Guest invited to inaugurate One-Day Workshop on Teaching through Online classes?

**QUESTION PAPER**

**B.A DEGREE EXAMINATION, MAY 2019  
COMMUNICATION SKILLS**

TIME: Three hours

MAXIMUM: 75 marks

Part A- (10 X2 =20)

Answer all the Questions

1. What is the purpose of writing report?

Report Writing communicates information which has been compiled as a result of research and analysis of data and of issues. Reports can cover a wide range of topics, but usually focus on transmitting information with a clear purpose, to a specific audience.

2. What are the tools of mass communication?

Mass communication is practiced multiple mediums, such as radio, television, social networking, billboards, newspapers, magazines, film, and the Internet.

3. Define Register?

A register is a variety of language used for a particular purpose or in a particular communicative situation. For example, when speaking officially or in a public setting, an English speaker may be more likely to follow prescriptive norms for formal usage than in a casual setting.

4. What is the need for communication?

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In personal life, they can help us understand better people and situations that happen on a daily basis. Developing communication skills can help us avoid conflicts, compromise and help in better decision making.

5. Bring out the uses of Audio Visual Aids?

It helps the teacher to present the lesson effectively and students learn and retain the concepts better and for longer duration. Use of audio visual aids improves students' critical and analytical thinking. It helps to remove abstract concepts through visual presentation.

6. Explain 'Mobility multiples'

Shared mobility refers to the shared use of a vehicle, bicycle, or other transportation mode. It is a transportation strategy that allows users to access transportation services on an as-needed basis. Shared mobility is an umbrella term that encompasses a variety of transportation modes including car sharing, Bicycle-sharing systems, ridesharing companies, carpools.

7. Write briefly on visual communication?

Visual communication is the transmission of information and ideas using symbols and imagery. It is believed to be the type that people rely on most and includes signs, graphic designs, films, typography, and countless other examples. ... The study of symbols and visual communications is called semiotics.

8. Point out the difference between communication and non-verbal communication.

A second difference between verbal and nonverbal communication is that verbal communication is distinct (linear) while nonverbal communication is continuous (in constant motion and relative to context). Distinct means that messages have a clear beginning and end, and are expressed in a linear fashion.

9. How do you prepare for a talk at a public function?

The introduction is prepared last because you want to make sure that the body of the speech drives the introduction, not the other way around. The body of the speech contains most of your content, your arguments, your evidence, and your source material: The introduction sets up the body, but it should not overwhelm the body of the speech, nor should it dictate the content or structure of the speech.

10. What is the difference between dialogue and conversation?

Dialogue is a conversational exchange between two people. Dialogue is for purpose. Conversation is interactive, more-or-less spontaneous, communication between two or more conversant.

**Section B**

Answer all the Questions

11. Write a Short note on Dialects and Idiolect.

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An idiolect is the distinctive speech of an individual, a linguistic pattern regarded as unique among speakers of a person's language or dialect. But it is even more granular, more narrow than just all the speakers of a particular dialect. Each of us belongs to different social groups, we each speak a language variety made up of a combination of features slightly different from those characteristics of any other speaker of the language. The language variety unique to a single speaker of a language is called an idiolect. Your idiolect includes the vocabulary appropriate to your various interests and activities, pronunciations reflective of the region in which you live or have lived, and variable styles of speaking that shift subtly depending on whom you are addressing.

12. How does sign and meaning help in communication?

Symbolic communication is the exchange of messages that change a priori expectation of events. Examples of this are modern communication technology and the exchange of information amongst animals. By referring to objects and ideas not present at the time of communication, a world of possibility is opened. In humans, this process has been compounded to result in the current state of modernity. A symbol is anything one says or does to describe something, and that something can have an array of many meanings. Once the symbols are learned by a particular group, that symbol stays intact with the object. Symbolic communication includes gestures, body language and facial expressions, as well as vocal moans that can indicate what an individual wants without having to speak. Research argues that about 55% of all communication stems from nonverbal language. Symbolic communication ranges from sign language to Braille to tactile communication skills.

13. Outline the importance of non-verbal communication.

Nonverbal communication (NVC) is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and the distance between two individuals. It includes the use of visual cues such as body language (kinesics), distance (proxemics) and physical environments/appearance, of voice (paralanguage) and of touch (haptics). It can also include the use of time (chronemics) and eye contact and the actions of looking while talking and listening, frequency of glances, patterns of fixation, pupil dilation, and blink rate (oculesics).

The study of nonverbal communication started in 1872 with the publication of "The Expression of the Emotions in Man and Animals" by Charles Darwin. Darwin began to study nonverbal communication as he noticed the interactions between animals and realized they also communicated by gestures and expressions. For the first time, nonverbal communication was studied and its relevance questioned. Today, scholars argue that nonverbal communication can convey more meaning than verbal communication. Some scholars state that most people trust forms of nonverbal communication over verbal communication. Ray Birdwhistell concludes that nonverbal communication accounts for 60–70 percent of human communication, although according to other researchers

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the communication type is not quantifiable or does not reflect modern human communication, especially when people rely so much on written means.

14. Give an account of interactive communication

Interactive communication is an exchange of ideas where both participants, human, machine or art form, is active and can have an effect on one another. It is a dynamic, two-way flow of information. Many forms of communication previously thought one-way, like books and television, have become interactive with the rise of computers, the Internet, and digital and mobile devices. These developing collaborative technologies, or new media, have rapidly increased the opportunities for interactive communication across mediums, disciplines, cultures, social classes, locations, and even time. Interactive communication is a modern term that encompasses these evolving forms of conversation. It is a primary characteristic of the present Information Age. New experiments in interaction design are evolving on a daily basis.

15. Bring out the difference between a personal and a business letter.

Written communication skills can develop over time through practice, or can be learned by following guidelines appropriate for business or personal circumstances. A proper business communication, whether in the form of an email message or a traditional letter, illustrates your knowledge of organizational structure, defines the recipient of your communication and exhibits professional courtesy. Personal written communication is generally less formal, but the writer must demonstrate the same level of courtesy for even a personal letter to a close friend.

A personal business letter is typewritten communication between colleagues who are personally acquainted, but work for different companies. For example, if one of your peers works for a company that received praise for award-winning technology, you could write a congratulatory letter to your professional colleague for being a member of the team that developed the technology. Personal business letters maintain relationships with professional contacts made through networking or business transactions. A cover letter transmitting your resume is also considered a personal business letter.

A personal letter is a communication between two acquaintances, or friends, concerning non-business matters. An example of a personal letter is a holiday greeting sent to a friend who lives abroad with wishes for a happy holiday season and updates on personal highlights from the past year. Personal letters renew and maintain relationships with people whom you consider to be friends. Personal letters can be typewritten if they are lengthy; however, it is also acceptable to handwrite a personal letter provided your handwriting is legible.

16. Point out the secrets of Good Conversation.

Many seem to make conversation look easy. We all know someone who is a non-stop talker. Watch politicians manipulate and direct conversations. Often we can have a good conversation on topics which are familiar such as personal matters, interests, hobbies and work-related subjects. Conversations can be easier with people we are close to or love. In today's world where communication is more often conducted through email and social media, speaking to another person face to face can be challenging. Those 'networking' functions can be quite

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**SARADHA  
GANGADHARAN  
COLLEGE**

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stressful. However, skills can be learnt and techniques practiced to initiate and maintain a conversation. With knowledge and practice, confidence increases.

17. What is the importance of visual communication?

Visual communication is a way to communicate ideas graphically in ways that are efficient and help to convey more meaning. It's a critical element of any content marketing strategy.

A common challenge we face with creating content is that we put resources into exceptional work that fails to make the impact we want. The good news is that visual communication helps us to transform our content into a distraction-proof, problem-solving tool. Because the likelihood of distraction online is often correlated with the quality of visual information in your content, the use of visuals helps them refocus and return to the main ideas in your content.

18. Write a dialogue between two friends preparing for an interview?

Karan: Hey Piyush! How are you?

Piyush: Hey, I'm good. What about you?

Karan: I am fine. So in which company are you working?

Piyush: I am working with Concentrix.

Karan: What is your post?

Piyush: I am in the security department.

Karan: That's great!

Piyush: Not that great.

Karan: Why so?

Piyush: I am not that happy with this post.

Karan: Which is the perfect post for you?

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Piyush: I like manager post than security.

Karan: Why don't you try in some other company?

Piyush: I am planning to do that.

Karan: There is an opening for the managerial post in FIS.

Piyush: Could you please arrange an interview for me in that company?

Karan: Sure. But you can also go directly for an interview

Piyush: Ok, that's great. At what time do I have to go?

Karan: You can go at around 10 in the morning.

Piyush: Ok, I will be there at 10.

Karan: Perfect!

Piyush: Please share your number.

Karan: 981\*\*\*\*87

Piyush: Can I take your name over the phone?

Karan: Yeah, sure, just tell them that you got to know about it from me.

Piyush: Ok, thank you so much!

Section C

Answer all the questions

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19. Classify the types of communication

Communication skills are vital to a healthy, efficient workplace. Often categorized as a “soft skills” or interpersonal skill, communication is the act of sharing information from one person to another person or group of people. There are many different ways to communicate, each of which plays an important role in sharing information. Learning and developing good communication skills can help you succeed in your career, make you a competitive job candidate and build your network. While it takes time and practice, communication and interpersonal skills are certainly able to be both increased and refined. There are four main types of communication we use on a daily basis: Verbal, nonverbal, written and visual. Let’s take a look at each of these types of communication, why they are important and how you can improve them for success in your career. Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication. Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication. Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are a common form of written communication in the workplace.

20. What are the barriers in Communication?

There are many reasons why interpersonal communications may fail. In many communications, the message may not be received exactly the way the sender intended and hence it is important that the communicator seeks feedback to check that their message is clearly understood. The skills of Active Listening, Clarification and Reflection, which we will discuss shortly, may help but the skilled communicator also needs to be aware of the barriers to effective communication. There exist many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a clear and concise message.

Some common barriers to effective communication include:

- The use of jargon. Over-complicated or unfamiliar terms.

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- Emotional barriers and taboos.
- Lack of attention, interest, distractions, or irrelevance to the receiver.
- Differences in perception and viewpoint.
- Physical disabilities such as hearing problems or speech difficulties.
- Physical barriers to non-verbal communication.
- Language differences and the difficulty in understanding unfamiliar accents.
- Expectations and prejudices which may lead to false assumptions or stereotyping. People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- Cultural differences. The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.

21. Write an essay on Group discussion and turn Talking?

The purpose of a group discussion is not to win an argument or to amuse your classmates. The purpose of a discussion is to help each group member explore and discover personal meanings of a text through interaction with other people. Much of our everyday talk is made up of descriptions in which we seek in one way or another to convey ideas to other people. These ideas are usually concerned with what we know. A learning group discussion is far more tentative, even halting, in its progress, for it deals not with certainty but with search. Listening to a group discussion, one is likely to hear such expressions as “it seems to me”, “I think, “I believe”. Group discussion should not seek to convince; rather, it should deal with matters unresolved and seek to help each member find meanings that did not exist before.

Fruitful discussions do not just happen. They are the product of concerned cooperative effort on the part of all participants. Moreover, discussions that result in learning have very specific characteristics. In order to make our discussions as profitable as possible in this course, we will begin with a rather carefully structured set of ground rules. Following these rules may be a bit difficult at first, but give yourself a chance to get your bearings with them. Later in the course, if we choose, we can modify them.

In any learning discussion, communication is the essential issue, and the type of communication in use at any particular moment depends on the nature of understanding of each participant with regard to the topic at hand. Sometimes everyone understands a particular topic, in which case it need not be discussed. Sometimes nobody understands, in which case the group should consult the instructor or the text or else move on if it is not a topic of particular importance or interest. More commonly, some understand a particular issue and others do not. When this is the situation, those who think they understand may find, while trying to explain, that they don't

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understand as well as they thought they did. And by the same token, those who thought they didn't understand may find, in the process of formulating their question and attempting to pinpoint their difficulty (that is, thinking out loud), that they can answer their own question. Note that the element in these exchanges is expressing what you don't understand. Positive roles in a group help individuals express what they don't understand. The negative roles mentioned below interfere with this communication process.

There are two steps which together can appreciably increase the quality of learning, and the enjoyment of all group discussions. These are thoughtful preparation and organization of the discussion period. Unless each member is well prepared the group discussion will flounder. A Discussion Work Sheet will be required for each discussion reading assignment. These work sheets will help you prepare effectively for class and allow the instructor to ascertain that you have indeed done this. The worksheets are to be prepared before the discussion period and handed in at the end of that period. The discussion worksheets and the organization of the class period will use almost the same sequence so that preparation of the class worksheet will facilitate the organization of the discussion period. The following steps apply to the group discussion, and all but steps I-4, I-5, and III-1 apply to your worksheet preparation as well.

22. How will you introduce yourself in an interview?

- Start by researching the company and your interviewers.
- Dress appropriately for the interview.
- Avoid distractions and keep eye contact.
- Be confident and comfortable.
- Be aware of body language.
- Prepare what to say.
- Rehearse your introduction with a friend.

23. Write an annual report for your college annual day?

The annual cultural day is a very important day for all College. The students get a chance to display their talents in front of a big audience. The Annual Day of our College was held last Saturday. The Army Base Commandant was the chief guest for the evening. The College auditorium had been prepared for the occasion. It was decorated with flowers of paper. It looked very beautiful. The chief guest arrived on time and took his seat. He was welcomed with a bouquet of flowers. The cultural show began with a welcome song and a play song.

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We had a miming act and magic show presented by two boys. All the parents and other guests enjoyed the whole evening very much. It was a well organized show. We felt very happy when we heard the loud clapping. The Chief guest came up on the stage and gave away some prizes. He praised our College and its students very much. Our College principal gave a short history of the College and read out the annual report. She also gave a volt of thanks to the chief guest and all the other guests. Finally, the National Anthem was sung and the College Annual Day came to an end. We enjoyed it very much.

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