

# Technical Communication :- Date.....

## ① Unit-1 :- Fundamentals of Communication and Voice Dynamics

Roles and Purpose of Communication, Types and Flow of Communication, Barriers of Effective Communication, 7C's of Communication, Code and Content; Stimulus & Response, Vowel Sounds, Consonant Sounds, Tone: Rising and Falling Tone.

## ② Unit-2 :-

### Communication Skills for Career Building

CV and Resume Writing, Interview skills, Group Discussion, Effective Profiling, Communication and Networking: Building relationships, Writing the Statement of Purpose (SOP) for admission in Higher Studies, Seminar & Conference paper writing, Expert Technical Lecture: Writing and Presenting.

## ③ Unit-3 :-

### Communication Skills for Presentation: Writing, Designing, and Speaking.

Thesis and Project Writing, Technical Proposal Writing, How to Pitch an Idea; Process, Preparation and Structure, Elements of Speech Delivery, Praise & Illustrations.

Date.....

④ Unit-4 :-

## Communication and Leadership Development.

Leadership Communication, Communication and Social Competence: Context, feelings, intentions, behaviours, Providing and receiving feedbacks, Difference between Tact and Intelligence: Trust through Communication, Thinking Skills: Meaning and Types.

⑤ Unit-5 :-

## Digital Communication and Personality Making.

Content Creation of for Social Media: Emails, Webinars, Podcasts, Blogs, Effective and Ethical use of Social Media by Text and Technique, Speech and Personality, Personality Analysis; Concept of Personality Maslow, Freud, Vivekananda, Jung Typology and Personality Assessment.

Assignment - 31: Stimulus & response are the two terms that are frequently used in any discussion on the communication process. Explain the statement with suitable examples.

Ans

### Communication Loop/Process of Communication

What is Communication: - The word communication has its root in the Latin word *communis* which means to share or to make common.

Communication is sharing of information, knowledge, and thoughts. It is the activity or process of expressing ideas and feelings or of giving information to people. For sharing information or message you require two parties - the sender and the receiver - without whom communication cannot take place. However, it is not sufficient to have two parties; there should also be cooperation & understanding between them. They should use a mutually accepted code of signs making up a common language. So, communication can be defined as an exchange of information, ideas, and knowledge between the sender & receiver through an accepted code of signs and symbols. It is termed effective only when the receiver receives the message intended by the sender in the same perspective.

Communication process can be broken into 6 phases.

- The sender has an idea
- The sender encodes the idea
- The sender transmits the message.
- The receiver gets / receives the message.
- The receiver decodes the message.
- The receiver sends the feedback.

1) The sender has an idea:- The sender conceives an idea and wants to share it.

2) The sender encodes the idea:- When the sender puts the idea into a message that the receiver will understand, s/he is encoding it. The sender decides on the message's form (verbal or non-verbal) length, organisation, tone, and style all of which depend on the idea, audience, etc.

3) The sender transmits the message:- To physically transmit the message to the receiver, the sender selects a communication channel (verbal or non-verbal), and a medium (telephone, letter, memo, email, report, face to face exchange). This choice depends on the message, the audience's location, the need of speed, and the formality required.

4) The receiver gets the message:- For comm to occur, the receiver must first get the message. If the sender sends a letter, the receiver has to read it before understanding it. If the sender is giving a speech, the listeners have to be able to hear the sender, and they've to be paying attention.

- 5) The receiver gets decodes the message:- The receiver must decode (absorb and understand) the message if all goes well, the receiver interprets the message correctly, assigning the same meaning to the words as the sender intended and responding in the desired way.
- 6) The receiver sends the feedback:- After decoding the message, the receiver responds in some way and signals response to the sender. This feedback enables the sender to evaluate the effectiveness of the message. If the audience does not understand what the sender means, s/he can refine the message & resend it.

Noise:- when you communicate, you desire that the message received should be the same as the message sent. But, this is not always the case. Sometimes, it is due to the presence of noise.

What is noise:- Noise is defined as any unplanned interface in the communication environment, which causes hindrance in the message transmission of message. In simple term, noise is anything that hampers the smooth flow of communication. Noise may be in the channel, medium, environment and/or in the minds of the communicants. It distorts interpretation or the decoding part of the communication process.

Channel Noise:- Noise can be classified as channel and ~~not~~ semantic noise.

channel noise is any interface in the mechanics of the medium used to send a message.

For eg - noise in telephone lines.

too high a pitch a volume or pitch from loudspeakers.

In written communication, illegible handwriting can be termed as channel noise.

Semantic noise :- Channel noise develops externally, semantic noise is generated internally, resulting from errors in the message itself. It may be because of the connotative meaning of a word allowing the meaning to be interpreted differently by the sender and the receiver.

For eg - Shark  
Shark

predatory fish  
highly skilled.

Communication Loop / the process of communication:-

Every bit of message communicated undergoes a certain process involving more than one person (two parties). Communication is considered effective if it receives the desired result, response or reaction. The comm. process thus consists of the sender who is the source of the message, the encoding process, and finally decoding of the message by the receiver. Any human comm. system involves the production of a message by someone, and the receipt of that message by someone else.

Code:- To encode a msg, one <sup>must</sup> possess the necessary encoding skills. Languages are codes.

A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person. The English language, like any other language, is a code - it contains elements that are arranged in a meaningful order. A code has a group of elements (vocabulary) and set of procedures for combining these elements meaningfully (syntax).

Content: Next is the message content, i.e., the message that is selected by the source to express its purpose. Content like codes, has both element & structure. When more than one piece of information is to be presented, they should have some order or structure.

Stimulus & Response of Communication skills:-  
Stimulus and response are the two terms that are frequently used in any discussion on the communication process. A stimulus is anything that a person can receive through one of his senses. In fact, it is anything that can produce a sensation. At one end of the loop is the sender of a message or information. The sender receives a stimulus to send a message across. It creates a need to communicate & hence there must be a stimulus for comm. to take place. At one end of the loop is the sender of a msg or info. The sender receives a stimulus to send a message across. Stimulus creates a need to communicate and hence there must be a stimulus for comm. to take place.

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This stimulus may be external or internal. When it develops in an environment, it is called an external stimulus. There might be an urging from an outside source, which is external stimulus. This reaction leads one to communicate. The external stimulus comes to you through sensory organs - eye, ears, nose, mouth & skin. A memo or letter you read, a presentation you heard in a meeting or a bit of gossip you heard over lunch are a few examples of external stimuli.

An internal stimulus might be a desire from within the person to send across a message or information. The sender converts the message into a code.

Communication loop / Process of communication :-

The sender in response to an internal or external stimulus perceives a message. He puts it into an appropriate code of verbal or non-verbal symbols. He transmits it across to the receiver through an appropriate medium. He chooses the appropriate verbal or non-verbal code and puts the message into that code. Thus then the encoder transmits the coded message through an appropriate medium. The sender or encoder chooses the appropriate medium based on several factors such as the receiver, the message, its urgency or otherwise. He may choose a non-verbal signal, body language, speech, writing, or any other available medium to transmit the encoded message. The message gets transmitted to the receiver - the receiver decodes the message & perceives it. Clearly the receiver



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is aware of the code and is adept in using the medium, he cannot decode it. Misinterpretation may arise even if there is interference in the medium. The receiver's response or reaction is the feedback that the sender gets. The feedback may again be an signal or an action.

And a response is anything that an individual does as a reaction to the stimulus.

The receiver, based on his experience, attitude & perception of all related factors decodes the message, interprets it and reacts or responds to it. We should remember that the sender & the receiver should share a symbol that will carry the same meaning for both. If they do not, misunderstanding bound to occur.

For eg, if the boss asks his subordinate to present a bimonthly report to him, he may expect a report every fortnight. But the subordinate may think that he has to send a report once in two months.

Bimonthly means both, twice in a month or once in two months. Misunderstanding has arisen because the word 'bimonthly' means two different things to the boss and subordinate both of which are correct. The code used in this context is the English word 'bimonthly'. The code stands for two concepts & its use has led to the misunderstanding. The boss would've said (a fortnightly) report or reports twice a month.

or the employee could've got a message reconfirmed by a specific question. That is why the sender & the receiver should share the code/ symbol with clarity.

Forging an Effective Communication Loop  
The message is the core idea or a sender wants to communicate. The sender should carefully decide upon the precise message that he wants to communicate and its purpose. Accordingly, the sender should choose the code and the medium for transmitting the code. The receiver should be familiar with the code and be competent to access the medium of transmission. The sender should not email a message to a receiver who is not computer savvy nor he can write a letter to an illiterate.

The choice of the medium also depends on the urgency of the message. If the sender wants an urgent feedback, he should choose the oral medium. You cannot afford to write long memos or letters to a workman on the shop floor. Instead a few minutes with brief instructions will produce the desired results.

Essentials of Effective Communication :- Comm. takes place in a well-defined setup. This is called the communication environment. This is a classroom is an example of comm. env. A teacher's cubicle becomes the comm. env. when a student personally approaches the teacher.

A common communication environment, cooperation b/w the sender & the receiver. Selection of an appropriate channel. Correct encoding & decoding of the message - Receipt of the desired response & feedback.

FLOW IN SPEAKING

Fluency: - Fluency is defined as "being able to speak & write confidently and easily in a given language." It comes from the Latin word 'fluentum' meaning 'to flow'. It is the ability to use the language confidently without too much hesitation or too many unnatural pauses to cause barriers in communication. It actually means the ability to speak efficiently and correctly without having to grope for the right word. Phenomena like extensive hesitation, long pauses, self-corrections and false starts are indicators of lack of fluency. Fluency is not to be associated with speed, but rather with the ability to link language units smoothly. It refers to the ability to keep speaking at a natural speech rate without pausing, repeating or stopping for extended periods to think of what to say with ease. It is an important aspect of communication. It is easier and more enjoyable to take part in a conversation with fluent rather than non-fluent participants. Poor fluency may result in distraction and even irritation on the part of receivers. There is a clear relationship between poor fluency and low or limited comprehensibility in interaction. Poor receptive fluency may also impede comprehensibility. Therefore limited comprehensibility in interaction can result from - a low productive fluency on the part of the sender - a low receptive fluency on the part of the receiver. Fluency may determine the success or failure of communication in the sense that it affects comprehensibility. English is now widely accepted as the official language of business around the globe. In practical terms, the better you can

negotiate. Many people wrongly believe that fluency in any language means ability to speak that language rapidly.

We can ask these questions to ourselves and try to answer them →

→ Do I say 'umm' ..., 'ah ...', because I do not get the right words to continue my statements?

→ Do I pause a lot when I speak?

→ Do I use certain expressions such as 'you know', 'I mean', 'actually', etc while speaking?

→ Do I speak very slowly and carefully because I feel that I may commit mistakes?

→ Do I mumble some words because I am not very sure about my pronunciation?

→ Do I feel irritated when a member of the audience interrupts me during my speech?

If the answer is 'yes', then we've a problem with speaking English fluently. Fluency is nothing but delivering a continuous flow of message at an appropriate rate with necessary pauses. The fluency in English depends mostly on our proficiency in English. We must realise that gaining good command of a language will pave the way for fluency, which in turn may enable us to face the audience confidently.

Guidelines to Enhance Fluency:-

- a) Write a personal diary in English.
- b) Listen to good speakers and read material written in good English.
- c) Listen to the news in English.
- d) Watch English documentaries.
- e) Read English newspapers both for content & language.

- f) Expand vocabulary by learning atleast 5 words per day, along with their meanings and usages.
- g) Practice correct pronunciation, accent and tone to make the speech impressive.
- h) Learn from your mistakes.
- i) For instance, during your initial attempts on speaking, you may go wrong in grammar or vocabulary but make sincere efforts to correct them in the subsequent attempts.
- j) Read aloud the passages from books or magazines that you enjoy reading.
- k) Watch English movies to understand the manner of speaking conversational English.
- l) Think in English what you've done or what you are going to do.
- m) Practice your speaking skills in small talks - on weather, game, hobbies, etc. with your friends or family.
- n) Ask them to correct if you make some mistakes in grammar, vocabulary or the use of inappropriate pauses.
- o) Spare at least an hour every day for developing your English fluency.
- p) To enhance fluency, one needs to keep speaking English & continue to learn from one's mistake.

Purpose of speech:- Speaking to an audience can be fun and exciting. However, lack of preparation or not clear about the goal of the presentation can make even the best-intended presentation a complete disaster. Before one begins to think about delivering a speech, one must determine why he/she is giving the speech. Speeches serve a variety of purposes. People assemble for a speech because they expect to hear or learn something -

they did not already know. A speaker must satisfy these expectations. If a speaker does not have a clear reason to give the speech, then the speech should not be given. The purpose of the speech determines the content and the style of the speech. There can be manifold purposes of presentation.

Broadly speaking there are three purposes of making presentation -

→ To inform

→ To persuade

→ To entertain

To Inform → When speaker seeks to inform, they want the audience to leave the speech knowing more than they know beforehand. Speakers may want to explain an idea or process, share new information, or show how to do something. Such speech would contain facts and figures aimed at helping the audience to increase their knowledge about the topic of the presentation.

To persuade - when a speaker tends to persuade an audience s/he attempts to change an attitude or belief in the audience (convince). Or the speaker attempts to move the audience to a specific action (actuate).

To entertain:- when the purpose is to entertain, the speaker intends to amuse the audience. Speeches where the speaker attempts to regale the audience with humour, stories, anecdotes etc. are planned with this purpose in mind. Humorous speeches made by entertainers are the best examples as their sole purpose is to delight the audience and make them happy. While humour can be a part of an informative or persuasive speech, but there the purpose is not to entertain.

Marvi Asthana EE-25

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Conclusion: - Thus, we see that having a clearly defined purpose is very important for a speech or a presentation. A statement or purpose helps in this regard. It enables us to understand what we wish to achieve at the end of our speech or presentation. Knowing this, we are better equipped to decide on the contents of the speech and draw up a clear outline.



## Assignment - 13 :- Seven C's of Effective Business Writing

When we talk about "Effective Communication" one thing that comes in mind, what are the basic principles of "Effective Communication".

There are 7 C's of effective communication which are applicable to both written as well as oral communication. These principles tell us how your message can become effective for your target group.

Seven C's of Effective Communication:-

→ Completeness

→ Conciseness

→ Consideration

→ Concreteness

→ Clarity

→ Courtesy

→ Correctness

1) COMPLETENESS:- The message must be complete. The sender of the message must take into consideration the receiver's mind set & convey the message accordingly. All the questions raised must be replied. If your customer has four queries and you answer only two of them, it will not bring the desired result. While answering

the letter, devote a paragraph each to all his questions and number the paragraphs. This practice will save your answers from getting lost in a jungle of words. The receiver should be provided with all the required facts & figures. For eg:- when the factory supervisor instructs workers to produce goods, he must specify the exact size, the shape, quality & cost of the product.

Any assumptions behind the message should also be clarified.

A Complete Communication has following features:-

- a) Complete communication develops and enhances reputation of an organization.
- b) Complete messages can help avert costly lawsuits that may result if important information is missing.
- c) A complete communication always gives additional information whenever required.
- d) It leaves no questions in the mind of a receiver. In this way, you can maintain a good business relation, good will with him, otherwise he may switch over to another company.
- e) It helps in better decision making by the audience / readers / receivers of

message as they get all desired and crucial informations.

f) It persuades the audience.

Guidelines for Completeness:-

- (i) Provide all necessary information.
- (ii) Answer all the questions asked.
- (iii) Give something extra, when desirable.

2) CONCISENESS:- In business communication, you should be brief and be able to say whatever you have to say in fewest possible words without sacrificing the qualities of other's. A concise message is complete without being wordy. It is the prerequisite to effective business communication. As you know that all businessmen've very short time. Hence a concise message saves the time of both the parties. Conciseness is desired because of the following benefits:-

- a) A concise message saves times of both sender and receiver.
- b) It underlines and highlights the main message as it avoids using excessive & needless words.
- c) A concise message is more appealing and comprehensible to the audience.

How to achieve conciseness?

- Avoid wordy expressions.
  - Include only relevant information.
  - Avoid unnecessary repetition.
  - Organize your message well.  
 Eg:- Instead of "at this time" you can use a concise word - NOW.
  - Always try to use "To the point Approach" <sup>-ch!</sup>  
 Include only relevant information:-
    - (i) Always try to provide only relevant information to the receiver of the message.
    - (ii) Let's say one of your customer's requested -  
 for list of clients of the company. In reply you should provide simply list of clients to the parcel of your company. No need to provide detailed business information about client at all.
    - (iii) Stick to the purpose of message.
    - (iv) Omit irrelevant words.
    - (v) Avoid long introduction, unnecessary explanations, etc.
    - (vi) Get to the important point concisely.
- Avoid Unnecessary Repetition:-
- Some times repetition is necessary for focusing some special issue. But when the same thing is said without two or three reasons, the message becomes

wordy and boring. That's why try to avoid unnecessary repetition.

Some ways to eliminate unnecessary words:

- Use shorter name after you've mentioned the long one
- Spectrum communications Private Limited use spectrum.
- Use pronouns or initials.
- Instead of World Trade Organization use WTO or you can use IT for Information Technology.

3) CONSIDERATION: - Consideration implies "stepping into the shoes of others". It is very important for an effective communication that while writing a message you should always keep in mind your target group i.e., the audience's view points, backgrounds, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not harmed. In a business letter, the reader accepts calmly & coolly all the no's, regrets & sorry if they are expressed in a positive manner. A negative beginning irritates the reader and makes him feel you that you lack

business manners and gentlemanliness.

A positive and pleasant approach says 'no' but retains the customer's goodwill.

Negative

Positive

We regret to inform you that we'll not be able to execute your order until. Thank you for your order. The goods'll be sent to you as soon as... The goods'll be sent to you as soon as...

Always write a message in such a way how audience should be benefited from it.

We Attitude:-

I am delighted to announce that we are extending the shopping hours.

You Attitude:-

You will be able to shop in the evening with the extended hours.

You Attitude:-

Readers may react positively when benefits are shown to them.

Always try to address his/her needs & wants.

To make letter more effective, we must avoid I's & we's and have You's.

Features of Consideration:-

- Emphasize on 'you' approach
- Empathize with the audience and exhibit interest in the audience.
- This will ~~summarize~~ stimulate a positive

reaction from the audience.

- Emphasize on "what is possible" rather than "what is impossible".
- Lay stress on positive words such as joyful, committed, thanks, warm, healthy, help etc.

Specific ways to indicate Consideration:-

- Focus on "you" instead of "I" or "we".
- Show audience benefit or interest of the receiver.
- Emphasize positive, pleasant facts.
- Show empathy.
- Ask how would you feel if were to receive this message.

We should not forget the Reader's Point of view :-

I/we Attitude

You-Attitude.

- |  |   |
|--|---|
| <p>a) We've four different saving schemes in which our customer can invest</p>                       | <p>You've a choice of four saving schemes in which you can invest your savings.</p> |
| <p>b) I am happy to announce that we'll be extending our hours to make shopping more convenient.</p> | <p>You'll be able to shop in the evenings with the extended hours.</p>              |

Avoid Gender Biasness:-

- Use gender bias words:-

- The chairperson handled the situation tactfully (and not chairman).
- Use a slash to include both the genders  
Dear Sir/Ma'am.  
Gentlemen/Ladies.
- Use plural forms inclusive of both the genders:-  
Don't write: Each member cast his vote.  
Write: All the members cast their votes.
- Use 'the' for 'his/her':-  
Don't write: The manager talked to his customer.  
Write: The manager talked to the customers.
- 4) CONCRETENESS:- It means that message should be specific, definite, and vivid instead of being vague & general. Misunderstanding of words create problems for both parties (sender & receiver). When you talk to your client, always use facts and figures instead of generic (general) or irrelevant information.
- Guidelines to Achieve Concreteness:-
- Use specific facts & figures.
- Don't speak in passive voice.  
Facts lend credibility to our comm.



Therefore it is not possible to refute (prove to be wrong) them.

General: He is the most intelligent student in the class.

Concrete: Ali's GPA in B.Sc. 2020-f session was 3.95/4.0. He stood first in his class.

- |    |  |   |
|----|--|---|
|    | Vague & General                                  | Concrete & Effective                              |
| a) | This piece of jewellery is inexpensive.          | This diamond ring costs only Rs 3,900/-           |
| b) | Your savings would earn a high rate of interest. | Your savings would earn 8% of interest per month. |

- |    |   |                                       |
|----|---|---------------------------------------|
|    | Passive                                       | Active                                |
| a) | Your efforts are appreciated by all of us.    | All of us appreciate your efforts.    |
| b) | Your report will be discussed by a committee. | A committee will discuss your report. |

- 5) CLARITY:- In effective business communication the message should be very much clear. The message must be put in simple terms to ensure clarity. Construct effective sentences and paragraphs. In business communication always use precise words rather than longer statements. You should try your level best to use familiar/easy

words so that your reader quickly understand it. To a layman the familiar terms are easier to understand than next familiar words.

Familiar		Next Familiar words	
a)	After	a)	Subsequent
b)	Home	b)	Domicile
c)	Invoice	c)	Statement for Payments
d)	Pay	d)	Remuneration

Pompous words (Avoid them)		Simple words (Use them)	
a)	Demonstrate	a)	Show
b)	Visualize	b)	Use see
c)	Utilize	c)	See Use
d)	Compensate	d)	Repay
e)	Terminate	e)	End

Long Phrases (Avoid them)		Simple words (Use them)	
a)	At a later date	a)	Later
b)	At the present moment	b)	Now
c)	At all times	c)	Always
d)	Subsequent to	d)	After
e)	Prior to	e)	Before
f)	For the purpose of	f)	For
g)	Despite the fact that	g)	Although
h)	In the event that	h)	If
i)	Until such time as	i)	Until/when

Do not use complex or high sounding & pretentious words which may be unfamiliar to the reader. Your sentences should be 17-20 words in length. Use paragraphs to state your views clearly. Each paragraph should convey one thought and also be linked to the next paragraph. It makes understanding easier. Complete clarity of thoughts and ideas enhances the meaning of message. Clear message makes use of exact, appropriate and concrete words.

- 6) COURTESY:- Knowing your audience allows you to use statements of courtesy; be aware of message receiver. True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude. It is not merely politeness with mechanical insertions of 'please' & 'Thank You'. Courteous communication generates a special tone in writing and speaking. It is necessary that you respect other person by listening to him patiently.

- \* How to Generate a Courteous Tone?  
Following are the suggestions for generating courteous tone:-
- Be sincerely tactful, thoughtful and appreciative

- b) Use expressions that show respect for the others.
- c) Choose non-discriminatory expressions that reflect equal treatment regardless of gender, race, colour, and physical features, etc.
- d) Thank the person generously for being kind to you.
- e) If you've committed a mistake, express your regrets promptly and sincerely.
- f) Avoid irritating and negative expressions.
- g) Though few people are intentionally abrupt or blunt, these negative traits are common cause of discourtesy.
- h) Avoid expressions like those in the left hand column below; rephrase them as shown in the right-hand column.
- Examples:-

- | Tactless, Blunt   | More Tactful   |
|---|--|
| a) Stupid letter, I can't understand.                       | as there is no confusion word in this letter, could you please explain it once again...? |
| b) It's your fault, you did not properly read by latest FAX | b) Sometimes my working is not precise; let me try again.                                |

However Courtesy does not mean servility  
 A business letter should never be written  
 in a flattering tone because excessive  
 servility lowers the writer's status &  
 defeats the very purpose of communication

Comparison of Avoid & Use

- |   |  |
|---|--|
| <p>a) We request you to please send...</p> <p>b) You must have been ignorant of...</p> <p>c) You failed to send us the goods before Diwali.</p> | <p>a) Please send us.</p> <p>b) Perhaps, you are not aware of...</p> <p>c) We did not receive the goods before Diwali.</p> |
|---|--|

7) CORRECTNESS:- Correctness is proper grammar, punctuation and spelling. Message must be grammatically and mechanically perfect.

The term Correctness as applied to Business Messages means:-

- use the right level of language.
- Check the accuracy of figures, facts & words.

a) Use the Right Level of Language:-

There are three levels of language:-

- Formal → Substandard.
- Informal

Formal & Informal words:- Formal writing is often associated with scholarly writing: doctoral dissertations, scholarly legal documents, top-level government agreements and other materials where formality is demanded. Informal writing has more characteristics of business writing. Here you use words that are short, well-known & conversational as in this comparison list:-

More formal Less formal

- |               |            |
|---------------|------------|
| → Participate | → Join     |
| → Endeavor    | → Try      |
| → Ascertain   | → Find out |

Substandard Language:- Avoid substandard language using incorrect words, incorrect grammar, faulty pronunciation all suggest inability to use Good English.

Sub standard More Acceptable

- |                  |                 |
|------------------|-----------------|
| → Ain't          | → Isn't, aren't |
| → can't hardly   | → can hardly    |
| → aim to proving | → aim to prove  |

Sub-standard More Acceptable

Acceptable

- |               |               |
|---------------|---------------|
| → Desirous to | → desirous of |
| → stole       | → stolen.     |

### Facts & Figures Accuracy:-

Check accuracy of facts, figures and words. Our goal is to be as precise as possible, which means checking and double-checking to ensure that the figures, facts & words you use are correct. A good check of your data is to have another person read and comment on the validity of the material.

### Guidelines :-

- a) Verify your statistical data.
- b) Double-check your totals.
- c) Have someone else read your message if the topic involves data.
- d) Determine whether a "fact" has changed over time.
- e) If the information is not correctly conveyed, the sender will lose credibility.
- f) Transmission of incorrect information to supervisors will initiate decision making process.
- g) Transmission of incorrect information to outsiders will spoil the public image of the firm.
- h) To convey correct messages, grammatical errors should also be avoided.
- i) You should be sure that you are transmitting correct facts in correct

language.

i)

All the messages must be transmitted and responded to at the most appropriate time.



ASSIGNMENT-19:- SENTENCE CONSTRUCTION

Clear writing is not limited to the use of words alone. For effective writing a sentence must be effectively framed. A sentence is a combination of words expressing a complete thought. A sentence can be statement, a question, or in the form of an exclamation. Clear writing means using clear sentences to convey the intended meaning. The combination of words in a sentence is made on a certain pattern. In English the basic sentence pattern is the subject-verb-object (SVO) pattern.

For Eg-

Subject	Verb	Object
I	like	this place
He	rang up	his father
I	spoke	to my boss.

Your construction of sentences will also depend on the kind of audience you are writing for. You've to be sensitive to the educational background of your readers, their intelligent level, etc. Construct sentences which can be communicated effectively to them.

### Guidelines for Effective Sentences-

- Prefer Short Sentences
- Break the Sentence
- Be stringent with words
- Avoid cluttering phrases
- Avoid pleonasm or redundant phrases.
- Avoid sound about expressions.
- Avoid needless repetition.
- Prefer right ordering and proper emphasis.
- Prefer active to passive voice.
- Avoid ambiguous sentences.
- Adhering to rules of grammar.

Prefer Short Sentences - It has been observed that the clearest and the most effective sentences are short sentences. Readers are generally likely to be put off or confused by long sentences. If too many ideas are suffocated in a sentence through words, the meaning is lost, the reader is left in a confused state. Therefore you should attempt to put less information in a sentence. Readability studies show that average readers feel comfortable with around around 16-18 words in a sentence.

Mansi Asthana EE 25

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For people with lower reading abilities, shorter sentences are needed. Advanced readers, on the other hand, can easily comprehend sentences of 30 words or more. For best results we must keep the average readers in mind and practice writing sentences containing 16-18 words. It is appropriate to use medium length sentences (20 words) for linking ideas. Sometimes even shorter sentences can be more confusing or complicated than longer sentences. They may use fewer words but more information compressed into them.

You can write simple and short sentences by:  
 → Breaking too long a sentence into two simple sentences.

→ Using words economically.

Be stringent with words:- One simple way to make shorter and more effective sentences is to be frugal with words. Usually the briefly worded message saves the time of the reader apart from being clearer and more interesting. The best way to economize is to avoid unnecessary repetition and substitute single words for groups wherever suitable. Very often we use words that add nothing to the meaning of the sentence. It is therefore advisable to drop or eliminate unnecessary words.

Sentence Containing Surplus Words

Sentences after Pursuing

- There are three conditions that should be fulfilled
- The building that was damaged by the fire has been renovated.
- Three conditions should be fulfilled.
- The building damaged by the fire has been renovated.

Avoid Cluttering Phrases:- Sentences often become long because of cluttering phrases. Our writing marred by cluttering or crowded phrases can be simply substituted by single words or simple phrases. The shorter sentences/substitutes make our writing easier and more effective, without loss of meaning.

Cluttering Phrases

Shorter Sentences

- Owing to the fact → Because
- Under the circumstances → When
- in which
- for the reason that → Since
- In the light of fact → Because
- On the occasion of → When
- It is necessary that → Should
- Has the opportunity → Can
- There is a chance that → May

Avoid Pleonasm or Redundant Phrases:- To write with simplicity and clarity, avoid using excessive words which do not contribute any meaning to the sentence. Quite often we repeat what we want to say for the sake of emphasis. But the danger is that we may start repeating too

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after that may lead to awkward constructions.  
 For eg- It has been glaringly noticed from the records of the accounts that the company faced great loss in this fiscal year.

The initial words in the sentence do not add anything substantial to the meaning of the sentence. Therefore can be dispensed with, and the sentence can be reconstructed:

The records of the account indicate that the company faced great loss in this fiscal year.

Avoid Roundabout Expressions!- It is always better to say something in a direct manner. But very often we speak or write in a roundabout manner that leads to production of roundabout constructions. Such constructions invariably confuse and irritate the reader. Avoid phrases which are needlessly roundabout, use direct substitutes to achieve crisp, business like effect.

Roundabout Expressions                      Direct Sentences.

→ The committee is involved in the task of revising service conditions.      → The committee is revising service conditions.

→ During the period he was employed in the company he never fell ill.      → While in employment he never fell ill.

Phrases

Substitute

→ Is aware of

→ Knows

→ Has knowledge

→ Knows

→ Is taking

→ Takes

- Are indications → Indicates  
 → Are suggestive → suggests  
 → Considering the fact. → Consider

Avoid Needless Repetition - Repetition of words or ideas unnecessarily lengthens the sentence, without in anyway adding to the meaning.

For eg- I was in summer, the month of July.  
 A more direct version, I was born in July.  
 conveys the same meaning.

Eg- Please return back my book tomorrow.  
 Please return my book tomorrow.

Past memories, various differences, true facts, future plans, past history sudden crisis and free gifts are illogical and cannot be justified.

Eg- Before I finalize the schedule, please let me know your future plans.

Before I finalize the schedule, please let me know your plans.

Prefer Active to Passive Voice: The effectiveness of a sentence is judged by the number of words that make a sentence to take its shape. Concise expressions increase the effectiveness of a sentence. Economy of words is one of the hallmarks of good writing and using the active rather than passive voice is one way to achieve economy. Passive sentences often results in vagueness. Active voice produces more forceful and livelier writing.

## AKTU NOTES HUB

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Passive

Active

→ From these findings it is indicated that none of you has yet notified me.

→ these findings indicate that none of you has yet notified me.

→ My first visit to your organization will always be remembered.

→ I will always remember my first visit to your organization.

Avoid ambiguous sentences - Ambiguity is a hindrance to clarity which in turn results in our communication going awry. The faulty construction of sentences gives rise to ambiguity. It arises mainly because of misplaced modifiers in sentences. The position of a modifier in a sentence is important. Modifier should be placed as near as possible to the word it modifies.

Eq- He is the only one who is intelligent.

He is the one who is only intelligent.

Adhering to Rules of Grammar - Without due care given to grammar rules we may end up with problems related to subject-verb-agreement & use of pronouns, prepositions, sequence of tenses, dangling modifiers, reported speech etc.

→ No clear writing is possible without following the rules of grammar. In a nutshell adherence to rules of grammar is an essential condition of clear & effective writing.

Assignment-02:- Distinction between Technical and General Writing / Communication

Technical Communication

General Communication

- |  |   |
|--|---|
| → It is always for a specific audience                                   | → It is not always for a specific audience                            |
| → It frequently involves the use of technical vocabulary or graphics etc | → It does not involve the use of technical vocabulary or graphics etc |
| → It has purely practical motives  | → It can have artistic, aesthetic and rhetorical aims.                |
| → It informs & educates  | → It may merely delight & move.                                       |
| → It always <sup>involves</sup> intellect                                | → It can be affair of the heart.                                      |
| → It deals with facts  | → It can use emotion & fancy.   |
| → It must be precise & direct  | → It can be expansive inflated. and roundabout.                       |
| → It is always impersonal.   | → It is personal.   |



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AKTU NOTES HUB

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1

## Flow of Communication.

Communication is multidimensional and multidirectional. There are various directions in which it flows. No organisation can survive without a network which maintains the flow of information. Information flows in an organisation both formally and informally.

The term formal communication refers to the communication that follows the official hierarchy. In other words, a precise communication channel following a fixed pattern than occurring without control. Formal communication is both oral and written but mostly written.

Internal operational & external operational communication can be described as formal when a manager instructs a subordinate on some matter or when an employee brings a problem to a supervisor's attention, the act of communication is formal. Information of various kinds flowing through formal channels such as policy or procedural changes, orders, instructions, confidential reports, etc. is classified as formal communication. This type of communication can flow in various directions.

Formal channel:- Within the network of formal organisation communication structure there are 4 types of directional flow:-

- (i) Downward channel.
- (ii) Upward channel.
- (iii) Lateral or Horizontal Channel.
- (iv) Diagonal or Crosswise Channel.

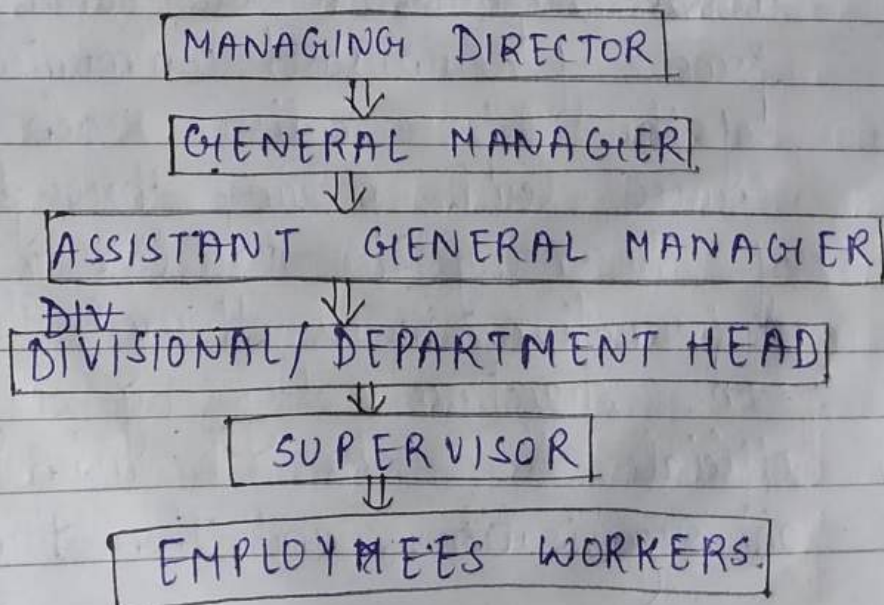
(I) Downward Channel (Communication):-

Downward communication is that communication in which information flows from superior to subordinates. In the process of downward communication, message of the top executive reach to the lower levels moving through the chain of hierarchy. The directive nature of information moves through the organisation structure stage by stage. The top officials take the main decisions in an organisation, and then they flow down

to the co-workers who will carry them out. Business managers often need to be very skilled at downward communication in order to properly motivate the staff working under them in their company. Through downward communication, managers communicate organizational goals, policies, procedures, orders, instructions, decisions, etc. to their subordinates.

Downward communication can be written or oral. Written forms of downward communication are manuals, handbook, notices, etc. whereas, face-to-face communication / conversation, telephonic conversations, speeches, meetings, etc. are the oral media of downward communication.

~~CHART~~  
FLOW OF DOWNWARD COMM.



## Objectives / Purposes of Downward Communication

- Supply Information: - Responsibilities, duties, etc. are supplied to subordinates by this communication system.
- Assigning work: Through downward communication, superior assigns different works to their subordinates.
- Responsibilities & Duty: - Interdepartmental duties and responsibilities are distributed by this communication system.
- Explaining policies and plan: - The objective of an organisation is to inform the institution's plan, policy, program, etc. to a lower level by this communication system.
- Directing subordinates: - Downward communication is directive in nature. To give directions to the subordinates, top executives use this communication method.
- Evaluation of Performance: - Top executives evaluate the performance of their subordinates through this communication method. After evaluation of worker's works, the analyzed result is performed to others for an incentive.
- Explain the Change Environment: - Any change or organization's plan, policy, method and program are informed to

all employees with the help of this communication system.

→ Coordination and cooperation:- To coordinate and cooperate with the subordinates of their works downward communication is needed. For the achievement of an expected result, downward communication is the best method.

→ Delegate Authority:- In a large organization, it is very much essential to delegate some authority to their subordinates. Without downward communication delegation of authority is impossible.

→ Establish discipline:- Top-level hierarchy of the organizations try to maintain organizational discipline through downward communication in their subordinates by issuing job-related rules and regulation.

### Advantages of Downward Communication:-

- (i) Useful for Management:- Downward communication is the backbone of an organization. The management finds it useful to communicate necessary official information or plan of work to employees.
- (ii) Good Organization:- In downward communication there is a clear cut division of

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responsibility and accountability. Discipline, satisfaction, harmony and co-operation follow automatically.

- (iii) Useful for employees:- Downward communication is useful for employees as they are well informed about their work from time to time. It gives them motivation and raises the morale of employees.
- (iv) Superiors well informed:- Downward communication keeps the superiors well informed about the development of the work as communication takes place along the well-defined lines.
- (v) A sense of belonging:- In downward communication, the employees carry a strong feeling of participation in the management of the organization. They regard themselves as important employees.

### Disadvantages of Downward Communication:-

- (i) Time Consuming:- Another problem is that the downward flow of information through different levels of an organization is time-consuming. It takes too much time to transmit information to the lowest level workers. By the time information reaches them, it may lose its significance much.

(ii) Distortion:- Downward comm. has to pass through many levels of authority, so there is a delay as well as distortion of the message. The more the levels, the more the chances of delay or dilution of information. Whenever a piece of information passes on from one individual to another, it may lose a little of its authenticity. By the time it reaches its destination, it may not contain even an iota of truth.

(iii) Loss of Information:- Downward comm. is likely to be filtered, modified or distorted at any or each level, as managers decide what should be passed down to their employees. When information flows from the top level through the successively lower levels, message loss occurs. Sometimes managers withhold information to keep the employees dependent on them. The net result is that in the absence of complete information, employees may feel confused, uninformed, or powerless, and might fail to carry out their task properly. It may lead to unnecessary contact and spoil the employer-employee supervisor-subordinate relations.

- (iv) Overs and Under Communication: - Downward comm. is often marred by either under communication or over communication. Under communication occurs when the superior talks too little or gives incomplete instructions to the subordinates and over communication takes place when the superior talks too much or gives instructions repeatedly.
- (v) Lack of Feedback: - While issuing instructions or sending letters, every CEO or General Manager assumes that what he intends to communicate is invariably understood by the receiver. But unfortunately, it is not always so. Information is quite often lost or distorted in the course of its journey down the chain of command. In fact, many directives or instructions are not understood or even read. It is, therefore, to be always kept in mind that mere insurance of policies and procedures does not ensure communication. That is why a feedback system becomes essential. Downward communication provides no scope of feedback as often as required. It is one-way traffic, which must be flexible, but in reality, it is very rigid. For any



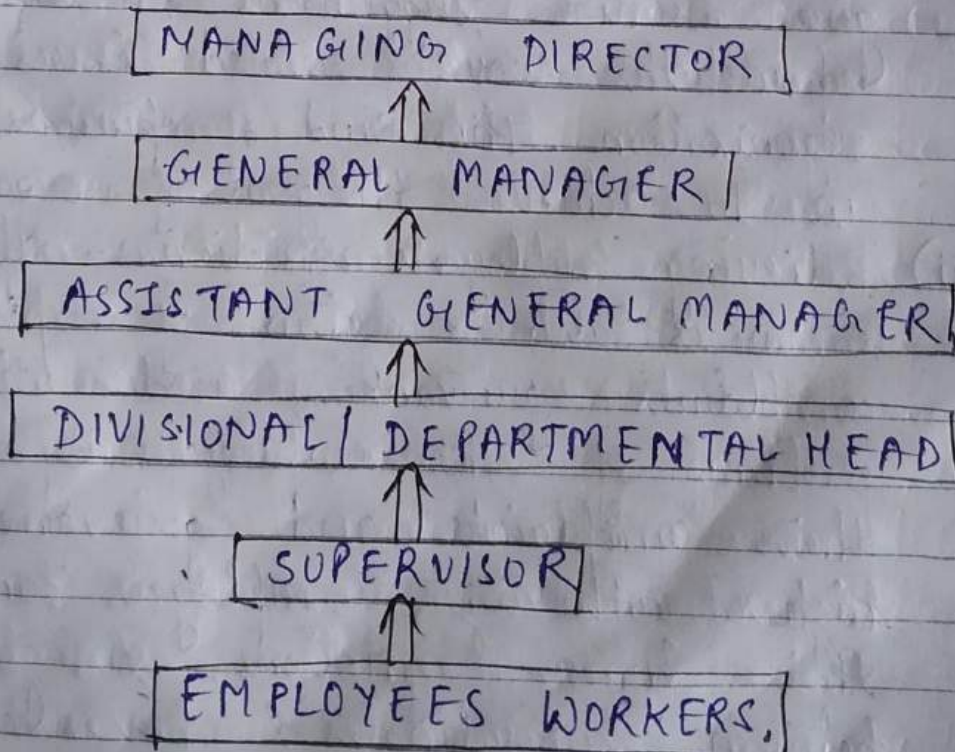
essential to find out whether the receiver of the message or information has understood it, or perceived it, in the same way as intended by the sender. Downward communication may lack in feedback.

After getting message from the superior, the subordinates cannot pass out their feelings to their boss if there is not any upward communication system. Lack of feedback may result in incomplete understanding or misunderstanding or unsatisfactory performance.

(II) Upward Communication: - Upward communication is the flow of information from lower to higher levels in the organization's hierarchy. This flow is usually from subordinates to their direct superior, then to that person's direct superior, and so on up the organizational hierarchy. The primary function of upward communication is to supply information to the upper levels about what is happening at the lower levels. Upward communication keeps managers aware of how employees feel about their jobs, policies and procedures, and the organization in general. It consists of methods like feedback.

from employees, helps in bringing mutual trust and help the organization to determine, implement or decide upon new policies. It keeps the organization update to upcoming challenges. Managers rely on upward comm. for making certain decisions or solving the problems. Upward comm is essentially participative in nature and can flourish only in a democratic organisational environment. It provides feedback to higher-ups, inform them of progress toward goals. Media of these types of comm. are meetings, suggestions, direct letters, direct comm., etc.

FLOW OF UPWARD COMM.



## Advantages of Upward Communication:-

- (i) Providing Feedback:- Upward comm. provides management with necessary feedback. Feedback ensures management whether the subordinates have properly understood the instructions issued to them. It also provides information on what happened the employees think of organization and its policies. So, top level management can decide what to do & what not do.
- (ii) Providing Suggestions:- Through upward communication, employees can provide constructive suggestions, for promoting the welfare of the organizations. By this communication system, subordinate may give essential suggestions to superiors about the work-related issues of the organization. This kind of opinions may use to achieve the goals of organization.
- (iii) Relieving Employee's Emotions:- Upward comm. is also a system of expressing complaints, grievances, and other problems of the employees. By expressing their complaints and grievances to the higher authority, employees can relieve their inner emotions. So, good relation between subordinates & bosses can be

created for the betterment of the organization.

- (iv) Motivating Employees:- Upward communication provides the employees an opportunity to express their feelings, opinions, and suggestions to their superiors which motivate and satisfy them to work enthusiastically. As a result, subordinates are influenced to work more towards accomplishment to target.
- (v) Facilitating Collective Decision:- Upward comm. allows the subordinates to convey their opinions in the direct decision making process. Since the comm. is participative in nature, it allows the subordinates to convey their feelings, beneficial suggestions and opinions. By incorporating their collective opinions, management can make a better decision. The cordial relationship between superiors and subordinates ensures a congenial working environment.
- (vi) Developing Innovative and Creative Ideas:- Upward comm. facilitates easy access of the employees or subordinates to the superiors in providing the necessary constructive suggestions.

The work-related issues of the org. This encourages the subordinates to be creative & innovative. It calls for an imaginative environment to grow where employees show their initiatives for development.

- (iii) Developing a favorable working environment of upward comm. facilitates developing harmonious relationships b/w management & workers. This comm. helps to develop positive working env. in an org. by creating a good relationship among all employees.

### Disadvantages of upward communication:-

- (i) Distortion:- It is quite often seen that top officials do not like to be told or even like to hear from their juniors anything against their wishes. Hence, the piece of communication may quite often not even be allowed to go up. Or it may be distorted or misrepresented. In upward comm., subordinates willingly distort the message because they fear if they tell the original fact to their bosses, they may face some problems.

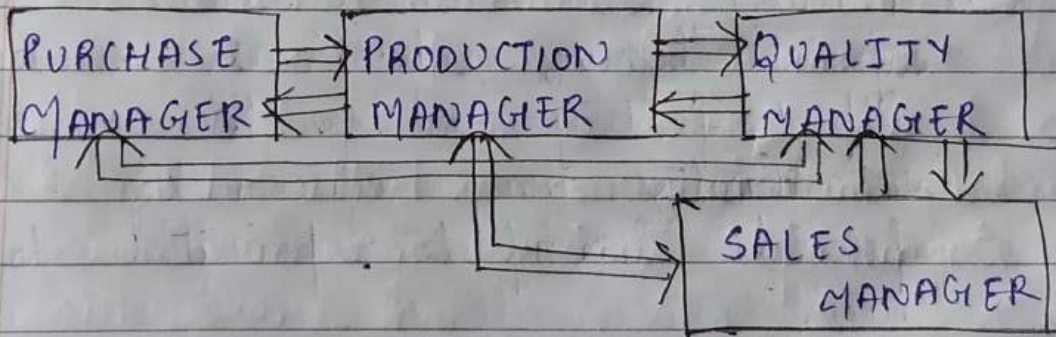
- (ii) Unwillingness:- In the absence of a healthy open door policy, a message may be misinterpreted, misunderstood, or suppressed. The employees may feel let down or become silent and reluctant to express themselves.
- (iii) By-passing:- In the process of upward comm., sometimes workers directly approach the top most authority with their suggestions or by passing their immediate boss. This proves harmful. The relations become poor between superiors and workers and work is hampered.
- (iv) Flattery:- In order to convince the superior bosses, subordinates can take the help of flattery and for this reason, subordinates may conceal the true & provide incomplete information to top level.
- (v) Delay:- An important limitation of upward comm. is the long and slow movement of information to the higher authority.
- (vi) Supervisor's Negligence:- Sometimes top-level executives discourage the upward flow of information and neglect the constructive suggestions & opinions about the work related issues of the

(III) Lateral / Horizontal Communication :-

Horizontal comm. is the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy. You can distinguish it from vertical comm., which is the transmission of information between different levels of the organizational hierarchy.

It is also referred to as lateral comm., sideways comm., and inter-scalar comm.

FLOW OF HORIZONTAL COMM.



Importance of Horizontal Communication :-

- (i) Coordination :- Coordination of factions b/w and among different departments and person is vitally important for smooth functioning of organizational activities. Lack of coordination may cause disastrous effect on the performance of an organization. Horizontal comm.

helps the concerned authority to bring coordination among the various departments of the organization,

- (ii) Overcoming Misunderstanding:- Sometimes conflict is found among the heads of various departments in the org. Horizontal comm. can remove this type of conflict and misunderstanding which is inevitable for organizational success. Horizontal comm. helps to reduce possible misunderstanding and conflict through meeting, discussion, face to face conversation, etc.
- (iii) Free of Distortion:- Vertical comm. may produce distortion of message whereas horizontal communication helps reduce information loss and distortion as message flows here at the same levels at the same time. Since the sender and the receiver of horizontal comm. can exchange information directly, there is no possibility of distortion of message.
- (iv) Quick Communication:- Horizontal comm. takes place more quickly than other comm. systems, because here the information flows at the same levels of officers and there are no formal layers



in the org.

- (v) Dynamism in Work: - Horizontal comm. helps to establish dynamic working environment as well as the personal in the various departments work in a coordinated way. The aim of horizontal comm. is to bring congenial working atmosphere in the org. This comm. helps to overcome misunderstanding and conflicts among the managers. It creates an environment of cooperation, teamwork and team spirit. This brings dynamism in performing organizational activities.

- (vi) Effective Departmental Comm: - Horizontal comm. is widely used to establish effective communication between and among various departments of an org.

### Disadvantages of Horizontal Comm: -

- i) Rivaling Attitude: - Horizontal comm. occurs between the people at the same rank and position. If there exists any hostility or rivalry between them, they will not exchange information spontaneously. Moreover, they'll conceal

their information intentionally to deprive someone from the real news.

- (ii) Interdepartmental Conflict:- The success of horizontal comm. depends on good relationship between sender and receiver. If there is any conflict, distrust or suspicion between them, horizontal comm. will be ineffective. Horizontal comm. may give scope for conflicts, misunderstanding and jealousy. This may result in the blocking of continuous information flow.

For eg:-

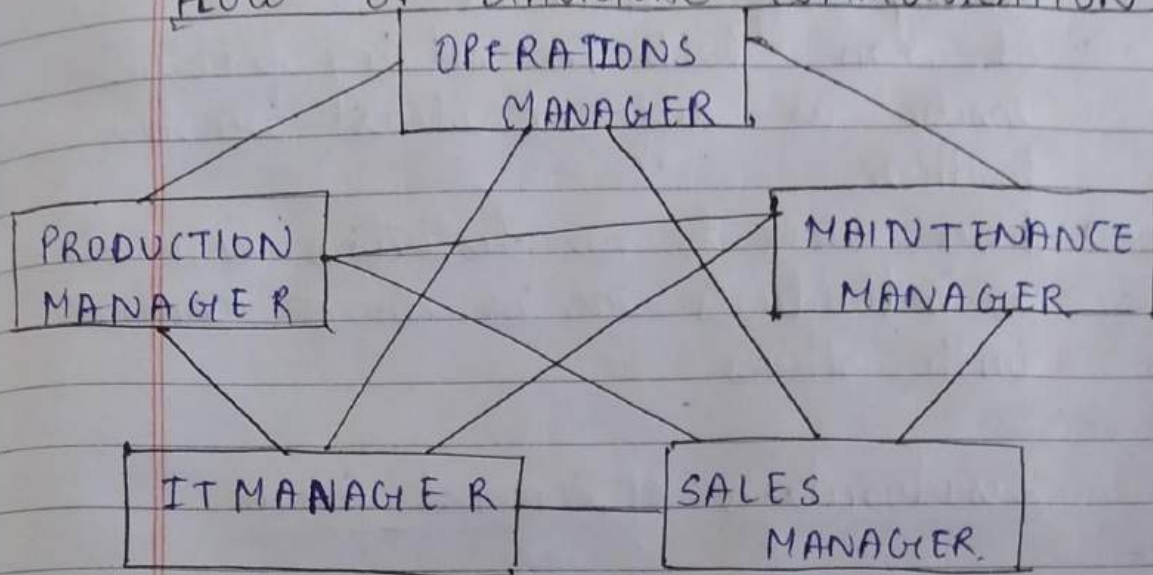
- Best eg. of lateral comm. can be seen in the interaction of production & marketing departments.
- Strategies of marketing can not be fruitful unless its plans are communicated to the production department.
- The marketing chief has to be in constt. touch with the production chief in order to meet the customer orders as per schedule.

(IV) Diagonal Communication:- Diagonal/crosswise comm. flows in all directions and cuts across functions and levels in an organization.

command, diagonal comm. is also referred to as crosswise, radial or circular communication. depending upon the structure of the organisation.

For eg., when a sales manager directly communicates with the vice president (Production) who is not only in a different division but also at a higher level in the org., they are engaged in diagonal comm.

It refers to comm. that crosses both levels and functions or departments where staff members from different departments irrespective of their reporting relationships, interact with one another within the org. Diagonal comm. may be oral/written. Verbal comm. has several media like informal meetings, from lunch-hour meetings, formal conferences, project organisation meetings, etc. written media includes company newspapers or magazine, bulletin boards, general notices, etc. As the increased use of email also encourages crosswise comm. Any employee can communicate via e-mail with another employee, regardless of the receiver's function or status.

FLOW OF DIAGONAL COMMUNICATION

Diagonal comm. is not affected by any lines of authority.

For eg, a junior staff from department A can interact with a senior staff from department C.

This comm. is beneficial as it is fast, effective and efficient, short-circuiting channel and direct passing of information save a considerable amount of time, and money and effort.

### Advantages of Diagonal Comm. :-

- It may speed up the flow of information
- It can help create a healthy environment and relationship

- among staff - members.
- It can help in solving problems easily as different ideas are brought together.
  - There will be no distortion of information as individuals are in direct contact with others.

### Disadvantages of Diagonal Comm.

- It can create doubts and uneasiness among superiors who are bypassed as it is likely to bypass the chain of command.
- Superiors may see diagonal comm. as interfering with their work.

## Assignment 03:- language as a tool of communication.

- Effective communication is possible only with the help of language.
- To define language, it is a combination of words to communicate ideas in a meaningful way.
- By changing the word order in a sentence, one can change its meaning, and even make it meaningless.
- How did words acquire their meanings? When you try to define the language, the first thing that comes to mind, is words.
- language employs a combination of words to communicate in a meaningful way.
- language is the most remarkable tool that man has invented.
- It enables him to express his ideas or emotions unpathetically.
- One can communicate even without using a language.

Eg- a) A little baby cries when he is hungry.

b) He slaps his mother when he is angry.

- In both the above eg, communication takes place without the use of language.
- But man needs language in his life.

- fine ideas to express
- It is a language which distinguishes man from the animal world.
  - Thus, man has a genuine need of linguistic communication.
  - It is an important aid for specialisation for it fosters amity and brotherhood round the globe.
  - People of different castes and creed, of different ethnic groups and also of a different nationality can share their views with one another if they know one another's language.
  - Thus, language is directly dependent on people and cannot exist in isolation.
  - It arose out of the human need to communicate.
  - Primitive man communicated only with sign language & cries.
  - Much later, as human beings become more independent & complex, the language came into being.
  - Though, it is accepted that language is universal, it cannot be denied that it is also specific to the individual.
  - When you use it, you reflect your personality and thoughts.

Pronunciation Etiquettes

①

Pronunciation - It is the way to utter a word & to communicate well, the speaker must know how to pronounce the words correctly. If the speaker does not pronounce the words correctly, others may not understand what he/she is speaking. Correct pronunciation will help him/her to express in a clear & confident manner. Pronunciation is vital to effective communication because the incorrect use of pronunciation inevitably leads to the message being misunderstood by the recipient. Fals and wrong pronunciation can be a cause of laughter or embarrassment.

For eg, if snacks is pronounced as smacks; it sounds funny and dismissed as lack of knowledge but if English is pronounced as ingles, ship as sip, school as escool & biscuit as biscoot; is unpardonable!

Correct pronunciation requires the proper sounding of the letters and the correct placing of the stress or accent in words of more than one syllable.

Don't be taken in by the fancy, that you know the correct pronunciation of all the words.



Whenever there is a confusion, always consult a good dictionary and try to pronounce it according to the rule. We often come across words that sound same but have different meanings. In most of the cases, these words sound slightly different from each other. And, pronouncing a word wrong can sometimes change its meaning entirely.

The word 'present', for eg, is a two-syllable word. If we stress the first syllable (PREsent), it is a noun (gift) or an adjective (opposite of absent). She gave me a nice present on my birthday. But if we stress the second syllable (preSENT), it becomes a verb (to introduce).

Allow me to present my friend, David.

PRO-ject

This PRO-ject should be completed next month  
(piece of work)

pro-JECT

We could pro-JECT the film onto that blank wall (show, display)

Right pronunciation is important for being understood by others. We should, therefore, speak in such a way that we draw the attention of the listeners. Phonetic symbols are a great help when it comes to learning to pronounce English words correctly.

Pronunciation Etiquettes - Pronunciation is the most important and difficult problem that non-native English speakers face when studying English. So be understood in any language; for that matter

pronunciation is important.

### How to improve English Pronunciation

- Listen to Yourself
- Copy the Experts
- Pay attention to intonation & stress.
- Get in the habit of checking the pronunciation of words.

→ Practice pronouncing English words & phrases.

(i) Listen to Yourself:- It is often difficult to hear pronunciation errors in your own speech because you are concentrating actually on communicating rather than the sound you are making. Try recording your speech and making a note of specific areas you need to improve on.

(ii) Copy the Experts:- There is no replacement for learning pronunciation from experts - native speakers. Listen to English radio programs and watch television and movies in English.

(iii) Pay attention to intonation & stress:- Good pronunciation is more than just mastering individual sounds. It is also understanding intonation (the rise and fall of the voice) and stress (some sounds in words and sentences are louder and clearer than others). Read poems, speeches and songs aloud, concentrating on the word stress & intonation.

(iv) Get in the habit of checking the pronunciation of words:- When you are speaking, and you are not sure how to pronounce something, look it up in a dictionary.

v) Practicing Pronouncing English Words & Phrases :-  
 Practice pronouncing English words and phrases from time to time. You can practice systematically a 15-minute online session with the dictionary or online pronunciation exercises or you can just repeat a couple of words while you are doing something else. The important thing is to do it regularly - that way, you will make steady progress. Pronunciation is learnt by repeating sounds and correcting them when produced inaccurately. When learners start learning pronunciation they make new habits & overcome the difficulties resulting from the 1st language.

### Important Elements of Pronunciation

- Vowels & Consonants
- Syllables
- Word stress
- Tone: - Rising tone & Falling tone

Syllable → A syllable is the sound of a vowel. It is a pronunciation unit having one vowel sound. The no. of times, you hear a vowel sound in a word is the no. of syllables in that word. When two or more vowels are next to each other, the no. of syllables depends on the no. of vowel sounds.

Eg → Free has only one syllable  
 Sweet has only one syllable

If a vowel is silent, it is not counted as a syllable

File has 2 syllables

Five has 1 syllable

Nike three syllables

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Word stress - When used in the context of linguistics, word stress essentially refers to the syllable in a word that's emphasized the most. Stress is very important when speaking English because a word can entirely change meaning depending on where you put the stress.

Tone - Tone, which is the movement or level of pitch that is used, forms the central part of intonation. When we are engaged in normal speaking, the tone and pitch of our voice constantly changes depending on our mood to express what we just mean to say. Hence the pitch of the voice says a lot. The intonation, therefore, clearly conveys the feelings and attitude of the speaker.

The three patterns of intonation in English are -

Falling Intonation - Information question (WH Questions)

How was your weekend?

Rising Intonation - Answers with yes or no

Are you coming?

Rising - Falling Intonation - Option Questions

Do you prefer summer or winter?

# Seminar / Conference Paper Writing

## UNIT : 2 COMMUNICATION SKILLS OF CARRIER BUILDING

What is a conference paper?  
Conference papers are articles that are submitted to a conference to get an opportunity to present your results. The presentation is usually oral along with a ppt, but initially you have to submit either an abstract or an article which is reviewed by the conference organizers to decide whether or not you get a chance to present at the conference.

Basic Manuscript Outline:-

Title:- The title of your manuscript is usually the first introduction readers (and reviewers) have to your work.

Therefore, you must select a title that grabs attention, accurately describes the contents of your manuscript, and makes people want to read further. An effective title should:-

Answer the reader's question:-

Is this article relevant to me?

Grab the reader's attention.

Describe the content of a paper using the fewest possible words.

Is succinct.

Uses keywords.

Characteristics of a Good title:-

Bad Title:- "New Methods and Specialised Techniques Used By Super Oil Co. to Process and Analyse Pressure Data Gathered During the Well-Testing Program at the Heber Geothermal field."

Good Title:- "The Well-Testing Program at the Heber Geothermal field".

Writing a Good Abstract:- The abstract is an important part of your paper which describes the summary of the paper and identifies the purpose of the research paper, methods used, findings, conclusions. Write the <sup>abstract of</sup> paper at the end of the writing paper so it

that it could be easy to write. An abstract (paper proposal) is a concise summary of a paper topic. It should be around 350 words.

Its purpose: To explain what makes your paper unique.

Include significant new information. Never put something in the abstract that is not in the body of the paper. Your abstract should answer these questions about your manuscript:-

What was done?

Why did you do it?

What did you find?

Why are these findings useful and important?

Introduction:- The introduction serves the purpose of leading the reader from a general subject area to a particular field of research. It establishes the context of the research being conducted by summarizing current understanding and background information about the topic, stating the purpose of the work in the form of the hypothesis, question, or research problem, briefly explaining your rationale, methodological approach, highlighting the potential outcomes your

study can reveal, and describing the remaining structure of the paper. A well-written introduction is imp. because, quite simply, you never get a <sup>II</sup> chance to make a good first impression. A vague, disorganized, or error-filled introduction will create a negative impression, whereas, a concise, engaging, and well-written intro will start your readers off thinking highly of your analytical skill, your writing style, and your research approach.

Methodology: - This section provides the reader with all the details of how you conducted your study.

The method section answers two main questions:-

How was the data collected or generated?

How was it analyzed?

Readers need to know how the data was obtained because the method you choose affects the results and, by extension, how you likely interpreted those results.

Methodology is crucial for any branch of scholarship because an unreliable method produces unreliable results.



Asthana EE 25/11/19

In most cases, there are a variety of different methods you can choose to investigate a research problem. Your methodology section of your paper should make clear the reasons why you choose a particular method or procedure.

Results:- The results section of the research paper is where you report the findings of your study based upon the information gathered as a result of the methodology (or methodologies) you applied. The results section should simply state the findings, without bias or interpretation, and arranged in a logical sequence. The results section should always be written in the past tense. In this, simply state what you found, but do not interpret the results or discuss their implications. It follows the presentation of the Methodology and is presented before the discussion section — although the results and discussion are presented together in many papers. This section answers the basic question, "What did you find in your research?"

Tables and Figures:- The results may be presented in tables, charts, graphs, and other figures. Figures & Tables display

items) are often the quickest way to communicate large amounts of complex information that would be complicated to explain in text. It should be numbered according to the order in which they are mentioned in the main text of the paper.

Information in figures should be relatively self-explanatory (with the aid of captions) and their design should include all the definitions and other information necessary for readers to understand the findings without reading all of the text. Use tables and figures as a focal point to tell a clear and informative story about your research and avoid repeating information.

47 Discussion:- The discussion section is an important part of the research manuscript that allows the authors to showcase the study. This section ~~discusses~~ whether the results met your expectations or supported your hypotheses. It is used to interpret the results for readers, describe the virtues and limitations of the study. Discuss what your results may mean for researchers in the same field, researchers in

other fields, and the general public.

How could your findings be applied? State how your results extend the findings of previous studies. The tendency to repeat description of data in this section should be avoided. What is obvious from the tables or figures need not be described in the text again. Here, only interpretation of data need be done.

8) Conclusion:- Conclusion explains what the research has achieved:- as it relates to problem stated in the introduction.

→ Revisit the key points in each section.

→ Include a summary of the main findings, important conclusions and implications

⇒ (effects or consequences) for the field.

a) Provide benefits and shortcomings of:-

(i) The ~~shows~~ solution presented.

(ii) Your research and methodology.

b) Suggest future areas for research.

9) References:- It's important to cite sources you used in your research for several reasons?

→ To show your reader you've done proper research by listing sources you used to get your information.

- To be a responsible scholar by giving credit to other researchers and acknowledging their ideas.
- To avoid plagiarism by quoting words and ideas used by other authors.

Citations consist of standard elements, and contain all the information necessary to identify & track down publications, including:-

- author name(s)
- titles of books, articles, & journals.
- date of publication.
- page numbers.
- volume & issue numbers (for articles)

You must cite:-

- Facts, figures, ideas, or other information that is not common knowledge.
  - Ideas, words, theories, or exact language that another person used in other publications
  - Publications that must be cited include books, book chapters, articles, web pages, theses, etc.
  - Another person's exact words should be quoted & cited to show paper credit.
- Do's & Don'ts of writing a Good Technical Paper:- Organize your thoughts.

- Compose simple sentences
- Use common language.
- Proofread, proofread & proofread!
- Clearly show the contribution your paper will make.
- Nothing will turn off a reviewer more than poor grammar & spelling. It is a sign of sloppy technique & lack of attention to detail.

Evaluate what you've written:-

- Ask a colleague to read it.
  - Consider any feedbacks she/he might've on how to improve the paper.
  - Fill in any remaining section except for the abstract.
  - You write abstract once the paper is complete.
  - After every section is complete, the editing process begins.
  - Edit your paper several times.
  - Edit for clarity (no run on sentences or spellings or grammar errors).
  - Delete extraneous (irrelevant, unrelated) information and stick to the main topic.
- If English is not your first language:-
- Ask a native or fluent English speaker to read your paper and make suggestions.
  - Ensure that you balance the clarity & technical content of your paper.

### Avoid Plagiarism:-

- Plagiarism means stealing someone else's work.
- To avoid plagiarism, cite your sources.



## GROUP DISCUSSION

Group discussion is a comprehensive technique to judge the suitability of an individual & its appropriateness for admission, scholarship, job, etc. It assesses the overall personality - thoughts, feelings and behaviour of an individual in a group. A topic is presented to the group members for discussion. While the discussion is going on, a group of the panel observes the participants. They gauge whether the candidates have certain personality traits such as interpersonal communication skills, confidence in public speaking, team spirit, leadership abilities, social behaviour and problem-solving skills. The group discussion is a form with people sit together and discuss the issue administration to them with the common objective of discussing in a wholesome (healthy) way. In a typical group discussion, there are 8 to 10 participants seated in a semicircle or a U-shaped arrangement. Occasionally there might be a round table for group discussion. 15-20 minutes is usually given for group discussion. During group discussion,

The panel essentially evaluates the candidates potential to be a leader and also his/her ability to work in teams.

Tips to track group discussions:-

On the day of group Discussion:-

- Wear formal clothes.
- Talk sensibly
- Be confident, but avoid being overconfident
- Avoid superficial link.
- Listen carefully and speak only at appropriate time.
- Use easy to understand English.
- Speak loudly and clearly.
- Do not get deterred (discouraged) by other members' aggressive and submissive behaviour.
- Put forth your point without being aggressive.
- Give importance to others' views.  
However, stick to the point you've made.
- Do not be distracted.
- Your concentration should be solely on the discussion.
- If you do not know something, keep silent.
- Don't get excited or aggressive during the discussion.
- Try to maintain a balanced tone



throughout the discussion.

- Try to contribute maximum throughout the discussion.
- Try to be the first and last to speak.

DO'S :-

- Think before you speak.
- Pick up clues from the discussion and intelligently add points that come to your mind with regards to the topic, in case you do not know much about the topic.
- Backup your points with facts and figures if needed.
- Speak to the point and make sure that you do not repeat the points.
- Be calm and composed while speaking.
- Listening to others is also an important aspect of participation in the group discussion, so listen to others.
- Have a respectful attitude towards the viewpoint of others.
- Your body language should convey your ease of behaviour.
- Sometimes when the discussion takes a hostile turn in such a case, it is a good idea to intervene to make the situation relaxed.

This act of yours will show your leadership -hip

and problem-solving skills.

### DON'T'S:

- Do not initiate the discussion if you don't know about the topic well.
- Do not overboard (to extremes) in exhibiting your knowledge even if you know the topic well.
- Do not interrupt other members when they are speaking.
- Do not change your opinion about the topic just because most of other participants are having an opinion different from yours.
- Do not ask irrelevant questions.
- Do not let your personal biases about the topic enter the discussion.

Points to be kept in mind before the Group Discussion:-

- No one knows what the topic of group discussion is going to be. Hence, it will be a good idea to keep yourself abreast with topics like:-

- (i) Current Affairs
- (ii) Historical Topics
- (iii) Sports, Arts & Literature.

Current Affairs:- Current affairs is something that you're to be thorough with. For this

read newspapers regularly and watch the news of television. Understand the recent crisis that the world is seeing under, the latest development, the ties between various countries and the like.

Historical Topics:- Have a fair knowledge about the country's history and also the history of other countries. The topics may not be specifically from this area, but having historical information will help you cite examples and make references whenever needed.

- Read as much as possible.
- Have good and sound knowledge of numerous topics.
- Watching documentaries on various topics will help you here.
- Improve your vocabulary.  
This does not mean that you use big & heavy words. It means that you will be able to make the topic understandable better and contribute effectively.
- Contents:- Give details with examples, reasons & opinions.
- Speaking English:- Use English as much as possible and give others a chance to speak too.

- Voice:- speaking with good pronunciation, good rhythm, good intonation and a clear voice.
- Body language:- good posture, good eye contact, natural gestures and appropriate facial expressions.

### Objective of selection in Group Discussion:

The objective of a selection in a group discussion is mainly to check your team playing skills. You're to understand and the other person's point of view. While making your point ensure that your team as a whole reason reaches a solution or an agreement that is both feasible and acceptable by all team members.

### Four Major Areas of Evaluation:-

- (i) Subject Knowledge:- Participants must possess a thorough understanding of the topic on which they are supposed to speak. You must prepare yourself to talk about a wide range of subjects. Be abreast (informed) to the current events, national & international affairs, burning social and economic topics, scientific and

environmental issues, key newspapers' controversial topics, etc.

As a member of the group, you are expected to contribute substantially to the discussion. The originality of your ideas, your knowledge and initiative and your approach to the topic or case contribute to your success in the group discussion. The best way to equip yourself is to read daily newspapers, good magazines, national & international journals, watch news bulletins, and informative programmes on TV. Internet is the greatest boon which provides you with everything you are looking for. The greater your knowledge of the subject, the more enthusiastic and confident you will be during the discussion. Once you've understood the topic or issue, you would be able to generate ideas as well as organise them so that you present it well. A person putting forward new & ideas that may work well be accepted as the natural leader of the group. The panel will observe the ideas put forward, their originality, the depth of analysis and their relevance to the topic. Problem-solving skills are essential & don't

hesitate to give solutions. Your approach to the case study will be observed keenly by the evaluators.

(ii) **Oral Communication Skills:-** If subject knowledge is essential, communication skills are more important as without it expression, the knowledge is of no use. As the exchange of ideas in a group discussion takes place through speech, one of the prerequisites of success in a group discussions is the ability to speak confidently & convincingly. Excellent communication skills include active listening, clarity of thought and expression and proper non-verbal cues.

→ **Listening Skills:-** One of the weaknesses of most human beings is that we love to listen to our voice rather than listen to others. Listening is as important as speaking in a group discussion. Unless you listen, you cannot contribute to the stated purpose of communication. It is extremely important to listen very carefully, only then you will be able to pick up the thread of discussion & continue. Only active participation as a listener

in a group makes a person a good leader. The panel identifies the leader.

→ Clarity of Thought and Expression:-

Clarity is the art of making yourself clear to the audience. Only when your expressions are clear, you can convince your team and the panel.

More than words, it is the tone in which they are spoken that conveys the message.

You should not be too loud or too soft.

A lively and cheerful voice with appropriate modulation will attract the audience.

Proper articulation of words is essential.

Slangs and artificial accent are to be avoided.

→ Appropriate Language:-

- The flow of language must be smooth

- Use simple language and avoid long winding sentences.

- Appropriateness of language demands that there should be no grammatical errors.

- Do not use flowery language.

- Be precise.

- Be polite and courteous.

→ Proper Non-Verbal Cues:- Non-verbal cues

include eye contact, body movements, gestures, and facial expressions. The

panel very keenly watches the non-verbal

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behaviour of the team. They generally evaluate the body language cues of the team to determine personality factors such as nervousness, co-operation, frustration, weakness, insecurity, self-confidence, defensiveness, etc. A candidate who appears professional is more likely to be noticed by the panel. A confident posture, appropriate facial expressions, and meaningful eye contact with the team will create a good impression.

(iii) Team Behaviour:→ Your group behaviour is reflected in your ability to interact with the other members of the group. You must be mature enough to not lose your temper even if you are proved wrong. You must be patient and balanced. Your success in a group discussion depends on how well you play the role of an initiator, information giver, clarifier, summarizer, tension reliever, attacker, etc. The selection panel notes the difference in the amount of participation of the members. They observe the silent spectators, the over dominating members



who do not contribute much, members who participate actively exhibiting their knowledge and the moderate ones. Your ability lies in analysing the problem well and making others to endorse (support) your views. Finally, while appreciating others point of view, you should effectively present yours without contradicting others opinions. Your ability in ~~convincing~~ convincing the team is your success.

(iv) Leadership Skills :- The success of any Team depends on a large extent on its leader. The panel evaluate the candidates personal skills which allow him to prove himself as a natural leader in the group discussion. Though there is no appointed leader in a group discussion, a leader emerges.

Awareness, emotional stability, objectivity, self-confidence, decision making, discretion, initiative, good communication skills, patience, adaptability, etc. are using some of the leadership qualities. That are useful in proving oneself as a natural leader in group discussion. A good leader should neither be very authoritative nor submissive but must

be democratic. Such leaders see it that all the members in the team participate and when there is a problem, try to deal with it amicably (friendly). Leaders should know how to deal with the "bull dozers" who make a noise but do not use logic.

Expectations of the Panel :-

You should have the following qualities

- |                |   |
|----------------|---|
| a) Team Player | f) Awareness                            |
| b) Leadership  | g) Listening                            |
| c) Reasoning   | h) Assertiveness                        |
| d) Flexible    | i) Creativity (out of the box thinking) |
| e) Initiative  | j) Inspiring Ability                    |

What to do in a Group Discussion :-

- Speaking is important, do not sit silently.
- Speak freely.
- Do not monopolize the conversation or talk too much.
- Give everyone a chance to speak.
- Maintain eye contact with everyone in the group.
- Show active listening skills.

- Do not interrupt anyone while they are speaking.
- Keep the topic on track and don't be irrelevant.
- Encourage the silent one.
- Do not argue with anyone.
- Do not repeat what has been said.
- Try to express new ideas.
- Be attentive.
- Be brief.
- Do not commit grammatical errors while speaking.

## ASSIGNMENT: 14:- RESUME

①

A resume is a summary of your education, experience, and skills for potential employers. The resume's physical appearance and more importantly, what you say and how you say it, will affect employers decision to interview you. It should highlight your qualifications for employment in a particular position or career field.

Your resume prepared for one position might leave out information that would be included in a resume for another position. It should always be up to date, so re-write and re-print as often as necessary. It is a good idea to update your resume every time you've a new accomplishment or credential (qualification, achievement). Keep in mind that your resume may get as little as 15-30 seconds of consideration. Be relevant, concise, & consistent in your layout and writing.

style. Always remember, resumes get interviews, not jobs.

### Basic Elements of a Resume:-

- 1) Contact Information:- At the top of the page, include your name, address with zip code, phone number with area code, email address.
  - Make sure to let your name STAND OUT by using bold and enlarging the font size.
  - Your name should be in size 14 font in bold to make it stand out.
  - The rest of your resume should preferably be in a size of 12 font, using 'Times New Roman', 'Arial'.
  - Use a professional email address.
  - Make it as easy as possible for employees to contact you.

### 2) Objective:-

- Put the objective after the contact information
- For the objective to be effective, it needs to include:

- (i) the specific kind of work you want to do,
- (ii) the industry in which you want to do it,
- (iii) the level at which you want to work and
- (iv) the benefit that you bring to the employer.

Eg → Desirous of the position of Senior Executive support IT Engineer to provide base level support for handling word processing, hardware, printing, software

installation, email, and operating system related issues within strict deadlines.

- (1) Your objective addresses what you can do for the employer, not what the employer can do for you. Most employers do not care that you want a "challenging" position or one that "provides career growth". They do care about additional skills or experience beyond the basic qualifications.

### 3) Education :-

- Summarise education in reverse order.
- Starting with your last degree as the one you are working on now.
- Include scholarship/college's name, degree, the city, state.
- Do not list your high school unless it is of importance to the employer that you are applying to.
- Write percentage only if it is first class.
- Include any academic honours.
- To tailor your resume to a specific job, you may include a list of relevant courses.

### Relevant Coursework (Optional)

- This is for new graduates or current students.
- This lets the employer know which courses you've already completed.

- Do not list every course, only relevant courses to specific skills.
- 4) Experience:
  - Describe each position, stressing the significant accomplishments and responsibilities that demonstrate your competency.
  - Describe responsibilities, and accomplishments, preferably using list format with bullets.
  - Put the most related and impressive accomplishments first within each job description.
  - Your experience regardless of how you acquired it (full time or part-time jobs, internships) is usually of chief interest to the reader.
  - For each position include job title (followed by dates of employment), employer, city, state.
  - Use action verbs to describe your duties and accomplishments (created, managed, solved, assisted).
  - Say what you did.
  - Emphasize skills and experience related to the job and to the employer's needs.
  - When describing your experience, use detailed descriptions that give the reader a picture of you as an individual rather than vague descriptions that make you sound like everyone else.

Eg → a) Designed and implemented global application monitoring system.

b) Developed web based point of sale application using C++

→ Quantify accomplishments by citing numbers, percentages etc. where appropriate.

Eg → Achieved 150% of quota in period of 10 months by expanding product usage.

5) Skills:- Most applicants for a particular job often have similar degrees and work history. People who get interviews are perhaps those who convey on their resumes that they've personally done many of the things that need to be done, and've demonstrated the needed skills. In this section you should inform the reader of any unique, relevant or necessary skills that you have. Skills are of great interest to employers. Indicate computer hardware and software knowledge, fluency in foreign languages or other technical skills. Claiming that you have used the skill.

Eg → a) Led the marketing & sales team  
b) Improve the performance of real time business activity.



6) Honours & Awards: - This is an optional section of your resume and should include scholarships and other related honours. Make sure to include the date you received the honour or award. Only include scholarships that are based on merit, not financial need.

7) References: - It is no longer necessary to state on the bottom of one's resume that references are available upon request. Since it is understood that employers will ask for references if they are interested in you, whether or not you state this.

→ Phone / e-mail References: - Many employers want to check your references by phone & email increasingly these days.

Ask 2-3 people who know you professionally. Include their full name, the title, organisation, address, phone no. & email-ID. Always take permission from these individuals before putting them on the list & prepare them for potential calls from employers.

Types of Resumes: -

- 1) Chronological Resume
- 2) Functional Resume
- 3) Combination Resume.

1) Chronological / Performance Resume:-

This format draws your attention to your work experience. If you have the work experience recruiters are looking for, a chronological format can make that clear. Your current or most recent position is listed first, and it continues in reverse-chronological order through the rest of your work history. In the bottom half of a chronological resume, you include separate sections summarizing your educational background, skill set and certifications. It works best for individuals with consistent work history with no gaps. It also works for those who've had increasing responsibility and who are advancing in the same field.

Advantages:-

- It clearly shows what positions you've held and for how long.
- Recruiters are typically more familiar with this type of resume format & tend to prefer it.
- It gives you an advantage if you've worked with well-known companies.

Disadvantages:-

- It makes gaps in your work history

obvious.

→ If you are a student or just starting your career, a chronological resume would draw attention to your lack of experience.

2) Functional / Skill Based Resume:- This resume emphasizes your skills and accomplishments rather than your work history. The goal of a functional resume is to prove your reader that you are capable of carrying out the duties required by the job you are applying for. If you've the required skills, but they're acquired from training or secondary activities rather than job duties and experience, then a functional resume is better. The list of skills can also include professional accomplishments like awards, certificates. Your educational achievements and relevant work history entries are typically listed together near the end of a functional resume.

Advantages:-

→ It can increase your chances of getting an interview, even if you don't have the exact work experience required for the position, by pairing your qualifications to the job posting.

→ This type of document is perfect for

- transitioning into a different career track
- It features job titles and company names, but don't offer detailed timelines
  - This hides work gaps for those who've changed jobs frequently or are re-entering the workforce.

#### Disadvantages:-

- It can play against you with recruiters who assume you are excluding details of your employment history because there's something to hide.
- It don't clearly showcase career growth or development in past jobs.

### 3) Chrono-functional / Combination Resume:-

The combination CV should be used when you want to highlight both skills and achievements together with your work history. A combination resume uses both work history and skills to capture the employer's attention. Your skills and achievements are listed first, and these are then backed up by your work history and education. You want to show that not only you've the right skills for the job but also the work experience to support.

## Do's & Don't's

### Do's

→ Include your complete address, contact no.s and email ID

→ Make your objective specific to the job you are applying for.

→ Include projects, courses relevant to the position you are applying for; give all necessary details.

→ Keep your resume crisp and readable; use bullet points for courses, projects, etc.

→ Include references only when asked.

→ However, keep at least two of them ready.

Can You Type This for Me?

→ Absolutely not

→ You should not waste your money on a professional resume typing service.

### Don't's

→ Avoid gender, religion, caste, etc. in personal details.

→ Avoid general objectives.

→ Avoid details of additional training ~~is~~ irrelevant to the job.

→ Avoid using all capitals in your resume.

→ Don't give the referee's name if you have not sought permission from them.

- Also, avoid using a resume template.
- Update your resume & tailor it to a specific job.

#### Paper Color:-

- Use white paper.
- Plain paper is more professional than paper with colourful borders.

#### Resume Tips:-

- Resume language should be:
  - Specific rather than general.
  - Active rather than passive.
  - Fact-based.

#### Top 5 Resume Mistakes:-

- Spelling and grammar errors.
- Missing emails and phone information.
- Using passive language instead of action words.
- Not well organized, concise, and easy to skim.
- Too long.

#### How to Make Resume Look Professional?

- Do not include personal information:-  
Age, Marital Status, Height, Weight, Religion.
- Never use the first person 'I'
- Do not use full sentences.
- Eliminate all unnecessary words.
- Never lie or exaggerate.

- Add to the eye appeal of your resume by varying the typeface for emphasis: bold, underline, italic, uppercase, etc.
  - Avoid the word "Resume" at the top.
  - Use an attractive, legible typeface such as Times or Arial not an old fashion font such as Courier.
  - Use bullets for listing items under a heading description, such as experience.
  - Proofread carefully.
  - Don't include irrelevant information - previous salary, unproud awards, prizes & publications etc.
  - Grammar, content and typographical errors may eliminate you immediately from consideration for an interview.
- The successful resume is the one that results in interviews.

## Interview Skills

What is an Interview?

Interview refers to a formal, in-depth conversation between two or more persons wherein the exchange of information takes place, with a view of assessing a candidate's suitability for recruitment or promotion. An interview is the way of face to face conversation between the interviewer and the interviewee, where the interviewer seeks replies from the interviewee for choosing a potential human resource. It serves as the primary means to collect information of an applicant. It serves as the basis for assessing an



an applicant's job-related knowledge, skills and abilities. It is designed to decide if an individual should be interviewed further, hired, or eliminated from consideration. Job interviews can be face to face or telephonic.

Employer's Expectation: (Disposition): - Appearance, clothes, facial expressions, gestures, manners, the way you present yourself, the impression you leave on the employer - all these things are components of your personality. Therefore, you must ensure that you present yourself in a manner that leaves a lasting impression.

→ Career Objective: - The interview panel'll be trying to get what you want to pursue in your life. You may be asked where you want to see yourself after 10 years. The panel will try to evaluate your current occupation, state objectives, consistency and reasons for the change. You should be clear about your career objective.

→ Subject Knowledge: - Every employer expects that a prospective employees are well versed with the subject they'd pursued

in the past or are currently pursuing. Hence, the employer will be interested in assessing the subjects of your study, which are related to your job. So, you must brush up the fundamentals of your subjects or any specialisation you're pursuing.

- General Knowledge: - Good general awareness is the primary requisite of a candidate aspiring for a job today. The employer tries to assess your curiosity about what is happening all around you, your analytical ability, your mental level, etc. The way you tackle each question is very important. It is very necessary to feel confident and develop a positive frame of mind.
- Communication Skills: - Communicating effectively is vital for both personal and organisational growth. The interviewer'll try to assess how effective you are in communicating his ideas to him, both verbal and non-verbal and how intensely you can listen and comprehend.
- Mental Agility: - The ability to quickly grasp the question and reply appropriately is a sign of mental alertness. This quality implies quick thinking,

presence of mind, and quick response. The interviewer may judge material mental agility by asking the odd questions or by making tricky remarks. S/he could also assess you by the observations you make when s/he presents you with the practical problem. You can improve the quality by developing the art of concentration. Playing carrom or chess, solving puzzles, reading witty & humorous plays, and conversing with intelligent people will help in developing this quality.

→ Consistency :- A good candidate has a positive, definite, and well developed approach to life. He'll stick to his opinions and make judicial decisions. Emotions and external impressions will not move him. The interviewer may ask the same question in a disguised form later in the interview to check your opinion. Never contradict yourself.

→ Self-Confidence :- This is the most essential requirement of a good candidate. Self-confidence means trust in yourself. This generates self-esteem and self-respect. By possessing will power, identi

- fighting your shortcomings, fighting fears, and nervousness, having a positive approach, and acting as a leader, you can boost your self-confidence.

Before the Interview (Preparation) :-

Successful interview begins with preparation. Be fully prepared before your first interview. Develop a positive attitude. The key to success in an interview is your attitude. If you want to rise above others with a better experience, better grades, or better skills, you will need to work on developing a highly positive work attitude. Most employers look for those who've the 'can-do' attitude and are sincerely willing to put their very best efforts.

→ Go through a Mock Interview (Practice Interview) :- The mock interview is an opportunity to practice your interviewing technique and answers live. It is also a chance to hear constructive feedback from someone who can guide you towards improving your style and presentation during the real interview. Just one mock interview will bring about a marked improvement in your

interview skills. Ideally, have the mock session videotaped. That way, you will have two opinions - the mock interviewer's and your own. Go through at least one mock interview for maximum effectiveness, review your answers and then go to a second mock interview. This will give you confidence in your first real interview. Practicing beforehand will make you feel more comfortable and relaxed during the interview.

→ Research the Company:- The best thing you can do to prepare for an interview with a specific company is to interview someone who is already on the inside. If this is impossible, then get the information on your own. A company's website is an excellent place to begin. It usually gives you information whether the company is international or domestic? What its revenues are? How many locations it has and the nature of its major products. Don't be surprised if one of the first questions interviewees ask is "have you had a chance to look at our website?"

- Dress Appropriately:- Select conservative good quality clothes. They should be neat, clean and ironed. Make sure your shoes are formal, clean and polished. Arrange all your documents systematically in a briefcase or a neat folder and carry it with you.
- Memorize Your Resume:- Imagine the embarrassment if your interviewer asks you to elaborate on the project which you had done during your course of study and you fumble. For every item on your resume, try to have a worth of information in addition to what is already said. While speaking do not forget to continue making eye contact with the interviewer.
- Be Punctual:- Always arrive atleast 10 to 15 minutes early. This'll give you the time to do a quick mental review before the actual interview.

### Factors Responsible for Failure in Interviews

- 1) Arrogance:- It refers to overconfidence. If you exhibit overconfidence, the panel may take you as arrogant. Avoid interrupting them before the interviewer completes this/her question. Do not display

a facial expression that conveys, "why this silly question". Don't lean back on the chair.

2) Apathy:- It refers to the lack of interest. Avoid frozen or nil expressions on your face. A smile on your face, eye-contact, confident posture, timely gestures etc convey that you are enjoying the interview.

3) Nervousness:- Though nervousness is common during an interview, you should try to control it rather than showcasing it through your clammy (damp, moist) hands, dry lips, sweating forehead, shaky hands or legs. Try to place your hands on the armrests of the chair. Look confidently at the interviewers. Avoid placing your hands on the table. Avoid wiping your forehead with tissue/handkerchief.

4) Equivocation (Ambiguity):- It refers to evasion or beating about the bush. When you do not know the answer to a question even after spending a few minutes on thinking, tell the interviewer politely, "sorry I am unable to recollect the correct point". When you are unable to understand a quest.

correctly get it clarified either by asking, "Excuse me, Sir, Could you please repeat the question?"!

- 5) Lack of Concentration:- It refers to inadequate focus because of your listening, wandering mind or apathy. The panel gets an idea of this quality when you give irrelevant answers or look somewhere else when the panel speaks to you. Remember to listen attentively exhibiting non-verbal cues and maintain eye contact. Listen completely & then answer.
- 6) Lack of Crispness:- It refers to lack of precision, conciseness and clarity. If you are well prepared you can be focused and clear in your answers. Avoid being verbose & sound artificial.
- 7) Lack of Social Skills:- It refers to using inappropriate / not following certain etiquettes during your interview. Use polite expressions such as Could-you-please..., sorry, pardon, excuse me, thank you, etc. Thank the interviewer when you are offered a seat, speak softly but assertively. Thank the panel before leaving the room. Be excited about your interview.



- 8) Lack of Firmness :- It refers to lack of determination, consistency, decisiveness. Do not keep on changing the areas of your expertise. For instance, if you mentioned in your objective that you are especially interested in computer programming, your answers should reflect the same. You cannot suddenly change your interest to some other unrelated area. Try to look into your skills & knowledge while preparing for the interview. Know well what you want to become in life and what your interest areas are.
- 9) Unsuitable Personality :- It refers to a personality that does not match the job requirements. For instance, if you are appearing for a marketing manager's position, you need to be an excellent communicator. If you need to handle a lot of employees you need to be cordial, patient & a good listener. If your personality does not match the demands of your job you are applying for, the panel may not be interested in selecting you. Hence, it's important to know the job description well before you appear for the interview.

ASSIGNMENT 22:- MODES OF PRESENTATION

Basically there are four types of modes of presentation:-

- Extemporaneous
- Manuscript
- Impromptu
- Memorisation.

A) Extemporaneous:- It is the presentation of a carefully planned and rehearsed speech. Extemporaneous delivery can be more effective if the speaker has sufficiently rehearsed the presentation. There is no need to learn every word and line by rote. Your presentation will sound quite spontaneous to the audience, as after thorough presentation, you are speaking while thinking. This is the result of assiduous planning, where you collect the material and organise it meticulously.

Advantages →

- As you have enough time for presentation you work hard on the theme/central idea.
- You can present the theme in the best possible structured way.
- You can be flexible in your use of language.

- The supporting material helps to present your points clearly and also adds weight to your argument.
- Appropriate selection of quotations, illustrations, and statistics help you to substantiate your point.
- Your delivery sounds natural and spontaneous to the audience as it allows you to establish rapport with the audience through more eye contact.
- It enables one to move freely.

### Disadvantages -

- If preparation is inadequate, you can get lost and find yourself uncomfortable.
- If you rely too much on notecards and start reading out from them instead of just consulting them for reference, then your speech will lose its spontaneity.

B) Manuscript - It is the word-for-word iteration (repetition) of a written message. In a manuscript speech, the speaker maintains his/her attention on the printed page. In this, the written

manuscript is read out aloud verbally. This method of presentation is often used whenever a complex technical presentation is made, such as the description of some machine or the policy matters of an organisation. Intelligible reading is an art which can also be learnt after much practice. Once the manuscript of a presentation is prepared, the reader should do a lot of practice and rehearse again and again. In verbalism reporting the reader and listener contact is often interrupted. Moreover, such word for word reporting becomes dull and monotonous. For an effective presentation, the reader should follow the following suggestions:-

- Practice enough so that eye contact with the audience can be maintained.
- Be familiar with the text by reading it again and again.
- Learn the right pronunciation of the technical terms used.
- Maintain the proper flow of language for which proper pause and voice inflection can be used.

#### Advantages -

- It is permanent and accurate record of whatever you have to say.

- There is no chance of tempering with the facts and figures.
- The material is organised systematically.
- Language gets polished because you can write and rewrite your material until you feel satisfied on all accounts.

### Disadvantages -

- Since you will be reading from the manuscript, you get less time for making proper eye contact, which is essential to feel the pulse of your audience.
- Since you are reading to the audience, you cannot talk to them.
- There is no much scope, either for non-verbal communication.
- Adaptation is rather difficult, if the need arises, to give a different twist to your material.
- In the absence of effective reading skills, you fumble over words, lose your pace, and miss punctuation marks, etc. This adds up to an uninteresting speech and loss of audience attention.
- Conversational flavour along with the

vocal inflation takes a backseat here, which is a great asset for you as a speaker.

- (c) Impromptu: - The word impromptu means done without preparation or planning beforehand, i.e., un rehearsed delivery in speech. Such impromptu speeches of formal mode should be avoided. They can be made after some caution. Avoid speaking unprepared unless you've spoken countless times on the same topic or an extremely good public speaker. When you are ~~spe~~ asked to speak "off the cuff" take a moment to think enough what will you say. Avoid the temptation to ramble. Be brief as possible during your impromptu presentation.

### Advantages -

- You sound very natural because you don't get enough time to make any elaborate presentation. preparation.
- You get a chance to express your thoughts irrespective of what others think or say about that particular topic.
- You are spontaneous, as you say what you feel, not what you ought to say.

### Disadvantages -

- The presentation lacks organised development of ideas because of the shortage of time.
- There is no supplementary material (no data, no statistics, no illustrations, no figures) to substantiate the speech.
- Chances of rambling are very high.
- Various points may hang loose.
- There is a frequent use of vocalised pauses.
- The presentation may turn out to be a failure if you have inadequate proficiency in the language you use.

(D) Memorisation - It is the rote recitation of a written message that the speaker has committed to memory. This memory of presentation can be one of the most effective methods of presentation. It requires an extraordinary power to memorise because if the presenter forgets his/her lines, his/her speech will sound static/unnatural. <sup>Besides,</sup> s/he therefore will become a butt of ridicule. S/he, therefore, should avoid memorizing long speeches. Memorising a quotation, an opening

paragraph for a few concluding remarks will strengthen his delivery and impress the audience. It requires arduous efforts. This type of delivery stands somewhere between extemporaneous and manuscript presentation. Speech is written out, then committed to memory and finally delivered from memory.

### Advantages -

- It is very easy for such speakers to maintain eye contact with the audience throughout the presentation.
- The speaker can easily move and make use of appropriate non-verbal communication to add extra value to the speech.
- It is possible to finish the speech in allotted time.

### Disadvantages -

- Memorisation requires too much of time.
- There are chances of making it dull and monotonous presentation because you go exactly by whatever you've mentioned, memorised.
- Even your mnemonic skills fail if you have not rehearsed adequately.
- No flexibility or adaption is possible during the speech.
- The speaker gets flustered if you forget



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the word, a sentence, or a whole paragraph.

### Best Mode of Presentation :-

Among all the four modes of delivery, extemporaneous is the best because of its flexible nature and effectiveness. Hence, it is always better to use this mode to make your presentation more lively, effective and memorable.

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# Seminar and Conference Presentation Skills

Your main goal in presenting a seminar is to communicate your topic to an audience of mixed backgrounds & interests. Your seminar should tell a scientific story in a way that everyone present can understand and go home with some lesson learned. A presentation ~~concerns~~ -trates on teaching something to the audience.

Make sure to:- Try not to cover many ideas, stick instead to a major theme. Focus on what the audience needs to know about the subject and not on what you want to tell them. Make transitions

from one topic to another logical & smooth: "now I'd like to tell you..."

Unlike a written report, the audience must be able to immediately grasp the information. So, keep it simple. Use repetition as a tool to help the audience remember important points.

Audience Analysis: - Remember that your audience will be scientifically literate but will not automatically understand terms, jargons, abbreviations, and methods used in all fields. When planning your seminar, put yourself in their shoes. Explain all terms & concepts that are imp. for understanding your topic and will be used throughout your presentation.

Ask yourself:-

What do they know?

What do they want to know?

What do they need to know in order to understand my presentation?

Use the answers to these questions to guide how you present your seminar.

Title: - Make your <sup>title</sup> descriptive, succinct (brief), informative & interesting.

**Visual Aids :-** A visual aid is something your audience can see that aids your speech content. Always look and talk to the audience, NOT at the visual aid. Don't read directly from the slides; you will lose eye contact with the audience & run the risk of putting everyone to sleep because they can read faster mentally than you can verbally.

**Font, Color, Background :-** Decide what font, colors, graphics, background design & layout to use for your entire presentation while you can use variation, strive for consistency:

- titles should be of the same color.
- bullets should be of the same color & shape, etc. ~~these~~

Visual aids can be created using almost any color, but there should be enough contrast between foreground & background elements & too many colors can distract from the message.

**Size and no. of elements :-** A limited no. of elements, big graphics, & big text can make reading easier. It should be big enough to be seen at the end of the auditorium. Nothing aggravates (annoys) the audience more than not

being able to see what the speaker is talking about. Titles should be 36-48 point & text should be 26-36 point. Also, keep similar text the same size from one visual to the next.

Use of white space:- Blank areas in a visual help the reader through the data & avoid the appearance of overcrowding. Slides should have enough margins on all sides & eye friendly. Try to keep your slides neat & uncluttered.

Text:- Use short & simple phrases in place of sentences or paragraphs and limit the amount of information in the presentation. Each visual should be a hint & not the whole story.

Visuals should have -

- One main point
- Not more than 5-7 words / line.
- Not more than 5-7 lines / visual.

Use a combination of uppercase & lowercase lettering. Using all capital letters is harder to read. Use bullets or numbers to separate & group ideas.

References:- You need to give credit to the work of others. If you're to use

figure(s) material that is not your own cite the source.

- Proofread Visuals:- Ask for help in checking spelling & grammar of the text on the slides. The more professional & well prepared you seem, the more you signal to the audience that you care very much about this presentation.
- Delivery :- The way you deliver your talk is crucial for whether your audience follows you or not. In particular, show the audience that you yourself, are excited about the topic. Even a talk with perfect slides and perfectly arranged content can be poorly presented if not delivered well.
- Outline :- Outline slide sketches the structure of your presentation, similar to "table of contents". Make sure that your outline slide is helpful. Developing an outline is important for a logical flow of ideas as well as serving as a checklist for items that appear in the slides per se. Outline slide giving too general information is difficult to understand for the audience and/or sometimes gives unnecessary information.

- Introduction
- Background
- Our Approach
- Experimental Evaluation of our approach,
- Conclusion & future work

Introduction (tell them what you are going to say):- The introduction prepares listeners for body (ie. tell them what you're going to say). This is the more ~~more~~ crucial part of any presentation. You need to capture the audience's interest in your topic & establish rapport with them. Your introduction should let the audience know what they are going to hear in the presentation. They need to know what to expect in order to get interested & to be able to follow you. Giving them an outline of your presentation in your introduction enables them to do this.

The audience needs to understand:-

- What the problem is that you focus on?
  - Why this problem is important or interesting.
  - Why this problem is non-trivial.
- You need to:-

- capture the audience's attention with a question, quotation, anecdote, or interesting statistics, etc.

→ tell them what your presentation will be about:-

- main theme / main argument
- main points you'll cover & the order in which you'll cover them.

Body (Tell them):- The body of your presentation must be clearly organised with the main points highlighted. Any idea which is new to your audience needs to be presented simply with supportive evidence or eg. which'll make it more easily understood. Each important idea should be presented simply several opportunities to absorb them. Don't make the information too dense - remember the audience is listening - not reading.

The body is where you develop your main ideas / argument, using supporting ideas / evidence. Use techniques that make it easy for the listeners to follow your talk:

- ★ Arrange your ideas in logical order:
  - chronological; cause-effect; problem-sol<sup>n</sup>; comparison.
- ★ Use transitional devices to help them audience follow the direction of your talk
  - "secondly..."; another important



point is ... , on the other hand...  
I would & now like to move on &  
look at another aspect of the research...

\* support & clarify your ideas.

→ state the main idea

→ provide support for this idea

• refer to experts, provide examples to illustrate the idea.

→ • provide statistics, facts, tell anecdotes (if time permits)

• provide case studies, etc

Conclusion (Tell them what you told them)

The conclusion sums up the main points. The conclusion should reinforce the central ideas of the presentation

& signal a forceful ending. A weak, inconclusive or apologetic closing

detracts (belittles, lessens) from a

good presentation. You show in your

conclusion that you've covered all

the points that you said you

would in your introduction.

Practice → Rehearse your talk ahead

of time. It is very important for a

successful presentation. This will help

you get the timing ~~at~~ right, notice

the mistakes in the logical flow

of your presentation, and to find the right words for explaining complicated. Notice that you might need several rounds of rehearsal to be well prepared. Look and act professional - develop a confident (but not arrogant) stage presence. Look at your audience and make frequent eye contact with them. This conveys an air of confidence & knowledgability about the subject matter. Avoid doing things that distract the audience such as nervous habits or noticeable repetitive hand motions. Don't insult your audience or put them in a position of having to admit their ignorance. Don't ask, "how many of you don't know...?" ~~set~~ rather say, "some of you may know..."

Don't Be nervous:- The internal nervousness most speakers feel during presentation is usually not seen externally. It is a good idea to visit the auditorium and practice before your seminar. The familiarity with the environment is comforting. Practice how far your voice can project & whether slides are legible from a distance. Don't speak too fast:- During an oral

presentation, the speaker is in charge of speed control. Sentences should be short & main points should be repeated to aid memory & understanding. Your voice should be clear & your face should vary according to the audience's familiarity or unfamiliarity with the subject.

Don't be boring:- Enthusiasm is contagious. If the speaker shows excitement for the topic, the audience will listen attentively. Listeners can absorb only a few points during a 20-30 minutes presentation. Concentrate on what is significant & avoid intricate mathematics that are not critical to the presentation.

Handling Questions:- During practice sessions, ask colleagues to pose what they feel might be typical questions. Keep your answers short & to the point. Never get into a power struggle with someone in the audience.

Appropriate responses might be: "we've not performed those experiments yet", or "that is a very interesting idea; we'll have to give that some thought".

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If an answer will take an unreasonable period of time, say that you would be happy to discuss it after the session.

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SPEECH AND PERSONALITY

An individual's personality refers to his/her appearance, characteristics, attitude, mindset, and behaviour with others.

The way you behave with others reflects your personality.

An individual with a pleasing personality is appreciated and respected by all. The kind and extent of success that an individual achieves, depends on his attitude, behaviour and thoughts which as a whole form one's personality.

It is important to have a positive outlook towards life.

A person's success depends on the other aspects of personality such as →

Physique, Speech and Communication Skill, Body language, Courteous nature, Attitude, Positive outlook, Confidence.

→ Physique - It is important to have a good physique in order to have a pleasing personality.

→ Speech and Communication Skill - Good speaking skills always act as an added advantage for a good personality.

→ Body Language :- One should use a positive body language. The postures, gestures, facial expressions, etc. play a major role in enhancing one's personality.

→ Courteous Nature - Courtesy is the use of polite manners. Being polite means being aware of and respecting the feelings of other people. Courteous behaviour requires a selfless attitude and can

give you perspective on others' situations. Kindness and consideration can build your reputation as a respectable & thoughtful person.

- Attitude:- A pleasing attitude is always welcome wherever one goes. One should wear such an attitude that everyone is mesmerized by the presence of that person.
- Positive Outlook:- Being positive always brings out a good personality in a person.
- Confidence - One has to be confident in whatever one does in order to obtain a better personality.

All these factors, be it physique, good communication skills, positive outlook, body language or courteous nature, are mandatory for a good personality. There are many factors that highlight a good personality, but the most important factor is speech and communication skills. Knowledge of English language and good personality go hand in hand. Effective communication skills play a crucial role in honing one's personality. Communication helps individuals to express themselves in the most convincing way. Your thoughts, feelings and knowledge should be passed on in the most desirable manner and effective communication skills help you in the same.

People with great communication skills tend to have a better and impressive personality. For those whose problems in communicating as interacting with others is not a challenge for them. Individuals with effective communication skills can easily converse with other people around be it their fellow workers, peers, family and so on. A person should speak really well to make a mark of his/her own. Remember, no one would take

you seriously if you do not master the art of expressing yourself clearly and in the most convincing manner. Not all people are blessed with excellent communication skills; they acquire the same with some time & practice. Personality is definitely an important character one has to focus on. If you are going to meet another person for the very first time, the only thing they would notice is how you carry yourself, how you dress, and how your personality is. The personality of a person is perceived as only the physical appearance and how he behaves socially. To enhance a personality one goes to gym, buys latest fashion clothes, carries the costliest phone, but what one forgets is that speech is also an important part of the personality but no one focuses on that.

For example, in an interview, you are asked questions about the subject you particularly know, you've deep knowledge and keen understanding of the subject but you have a hard time explaining your views to the interviewer. Here, the reason you failed to express would be lack of speech and this would surely affect your personality. If a person is unable to communicate well then all the other factors of his personality remains hidden. The person won't be able to showcase his personality and if nothing is done in that regard then the person would be unable to mark his growth.

The personality of a person is defined as sum of total mental, emotional, physical and social characteristics of an individual. There are a lot of people that underestimate the importance of having a pleasing personality and think that it just means being both good looking, that there is not anything much that an individual can do about it, which is simply not true.

A good personality is not just confined to having a good look and wearing good clothes. For a good personality, you need a lot of other characteristics like communication skills, politeness, good listening skills, vocabulary, the art of engaging communication, neatness, and attitude. These all are combined together to make a good personality. With the help of good training, a child or adult can learn communication skills, vocabulary, pronunciation, etc. that plays an important part in personality development. These days basic personality features like confidence, spoken skills as well as language skills are very important for making a mark ~~pros~~ professionally.

Speak Convincingly - Speak convincingly so that the other person understands what you intend to communicate. Your style of speaking has a tremendous impact on your personality. Speaking slowly always helps as it allows you to find appropriate words and also reflect thoughtfulness. Emphasise important and relevant words for the other person to realise the importance.

Speak with confidence - Speaking with confidence is the key to an impressive and great personality. Do not show signs of nervousness while interacting with others. Develop proper eye contact with the other person. Do not look around while interacting with the other person.

Body Language - Take care of your body language. Correct body language exudes confidence which further hones an individual's personality. Do not fiddle with things around while speaking.

Correct Pronunciation - Be very particular about the pronunciation of words. If you are not very sure how to pronounce a particular word, avoid the same in your speech.



Wrong pronunciation of words creates a poor impression on others.  
Avoid Artificial Accent - You do not need to speak with a fake accent to prove that you have excellent communication skills. Avoid copying others. An individual should have his/her style to stand apart from the rest, speaking with eloquence enhances one's personality and makes him/her different from others.

Be a good listener - It is important to be a good and patient listener for effective communication skills. Observe whether the other person is listening to you or not. Allow another person to speak as well as in case of queries or confusion.

Conclusion - People are more receptive to what you say if they are impressed with your personality. Verbal communication skills are also part of personality development; improving your speech will strengthen the impact of your message. You cannot win by talent and hard work alone. Personality development is a crucial ingredient that you must obtain. Most of the people you see as models of great personality have taken a lot of effort in developing their natural features.

ASSIGNMENT 21 :- PUBLIC SPEAKING

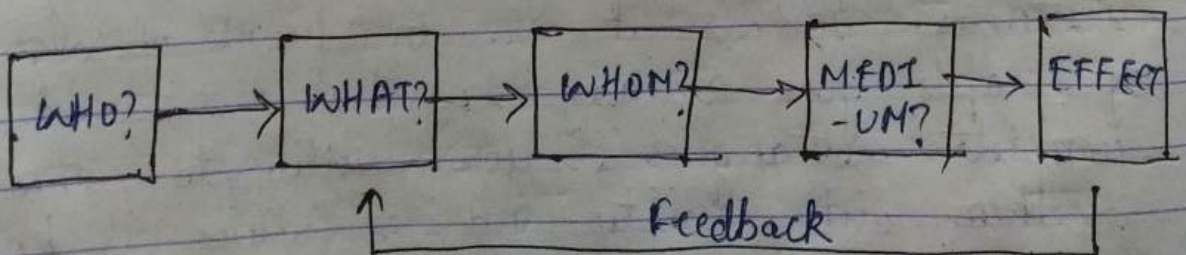
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You may think effective speakers are born that way. You'd be wrong! Public speaking is a skill that can be learned. Most effective public speakers have worked hard to master effective speaking skills and good public speaking techniques. Public speaking refers to the talent of effectively addressing an audience. It is commonly understood as the formal, face to face talking of a single person to a group of listeners. Whether it is in front of a group of people you already know or a crowd of complete strangers, your ability to communicate to them with clarity and confidence is known as your public speaking skills. Oratory and

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Public speaking skills have a crucial importance in the process of building place in society, career, successful scales, etc. If you want individuals or groups to run on any immediate action, a good result can be expected only if you are a good, confident and pungent speaker. What makes public speaking different than, say, just talking to a crowd of people, is in the way information is conveyed. In public speaking, the information is purposeful and meant to inform, influence or entertain a good group of listeners. Often visual aids in the form of an electronic slideshow are used to supplement the speech and make it more interesting to the listeners. It is not enough to talk in front of a group of people to be a brilliant public speaker. Your goal should not be limited to informing your audience or expressing your thoughts publicly, but to changing emotions, actions and attitudes & to leaving your listeners moved by the words and touched by their meaning.

### Five Elements of Public Speaking



- Who is saying what to whom using what Medium with what effects.
- think of the effect as ~~the~~ the speaker's intend for the speech.

Know Your Audience - Get information about who'll be attending your presentation. Are all participants expert at the topic or who'll there be novices present? Is there a mixed group of people representing different backgrounds, or is everyone on the same page regarding technicalities? Depending on the audience, you'll have to spend some time giving varying degrees of background on the material and explaining certain concepts.

Skills required for Public Speaking - You organize your ideas to present them in the most persuasive manner. You tailor your message to your audience. Tell your story for maximum impact. Adapt to listeners' feedback.

Public Speaking is more highly structured - It usually imposes strict time limitations on the speaker. In most cases, the situation does not allow listeners to interrupt with questions or commentary. The speaker must accomplish her/his purpose in the speech itself. In preparing the speech, the speaker must appreciate/anticipate questions that might arise in the minds of listeners and answer them. Public speaking

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demands detailed planning and preparation.

Public Speaking require more formal language:- slang, jargons, and wrong grammar have no place in public speeches. Listeners usually react negatively to speakers who do not elevate and polish language when addressing an audience. A speech should be unique.

Public Speaking requires a different method of delivery:- effective public speakers adjust their voices to be heard clearly throughout the audience. They assume a more erect posture and avoid distracting mannerisms and verbal habits.

Developing Confidence: Your speech class.

One of the major concerns for students in any speech class is stage fright. Many people who converse easily in all kinds of everyday situations become frightened at the idea of standing up before a group to make a speech.

Nervousness is Normal:- If you feel nervous about giving a speech, you are in a very good company. Some of the most significant public speakers in history has suffered from stage fright including Abraham Lincoln, Margaret Sanger and Winston Churchill. Actually, most people tend to be

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anxious before there is something important in public. The ones who succeed have learned to use their nervousness to their advantage.

Dealing with Nervousness - Rather than trying to eliminate every trace of stage fright, you should aim at transforming it from a negative force into positive nervousness. Don't think of it as a stage fright. Instead, think of it as "stage excitement" or "stage enthusiasm".

Acquire speaking experience:- The biggest part of stage fright is fear of the unknown. The more you learn about public speaking, and the more you give, the less threatening speech-making will become. Learning to give a speech is not much different from learning any other skill - it proceeds by trial and error. The purpose of your speech class is to shorten the process, to minimize the errors, to give you a non-threatening arena - a sort of laboratory - in which you undertake the trial. In your fellow students, you've a highly sympathetic audience who will provide valuable feedback to help you improve your speaking skills. As the class goes on, your fears about public speaking will gradually recede until they are replaced by only a healthy nervousness before you rise to speak.

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Prepare, Prepare, Prepare :- Another key to gaining confidence is to pick speech topics you genuinely care about. Prepare the speech thoroughly, study your audience and select a topic you know will interest them. Research the topic thoroughly and practice it several times until it feels absolutely comfortable.

Think Positively :- Confidence is mostly the well known power of positive thinking. If you think you can do it, you usually can. On the other hand, if you predict disaster and doom, that is almost always what you will get. There are ways to transform negative thoughts into positive ones as you work on your speeches.

Negative thought

Positive thought

- |   |  |
|---|--|
| → I wish I didn't have to give this speech. | → This speech is a chance for me to share my ideas and gain experience as a speaker. |
| → I am not a great speaker                  | → No one is perfect but I'm getting better with each speech I give.                  |
| → I am always nervous when I give a speech  | → Everyone is nervous. If other people can handle it, I can too.                     |

→ No one will be interested in what I have to say. → I've a good topic, and I am fully prepared. Of course they'll be interested.

Use the Power of Visualization:- Visualization is closely related to positive thinking. It helps speakers control their stage fright. The key to visualization is creating a vivid mental blueprint in which you can see yourself succeeding in your speech. Picture yourself in your classroom rising to speak. See yourself at the podium, poised and self-assured, making eye contact with your audience and delivering your introduction in a firm clear voice. Imagine your sense of achievement as you conclude the speech knowing you've done your very best. Don't allow negative images to eclipse the positive ones. Acknowledge your nervousness, but picture yourself overcoming it to give a vibrant presentation.

Know that most nervousness is not visible:- Many novice speakers are worried about appearing nervous to the audience. It is hard to speak with poise and assurance if you think you look tensed and insecure. Even though your palms are sweating and your heart is pounding, your listeners won't realise how nervous you are especially if you do your best to act calm and confident on the outside. Make it easier for you to face your listeners with



confidence.

Don't Expect Perfection! - It may also help to know that there is no such thing as a perfect speech. At some point in every presentation, every speaker says or does something that does not come across exactly as he/she had planned. Fortunately, such moments are usually not evident to the audience. If you reverse the order of a couple of statements, or forget to pause at a specific spot, just proceed as if nothing has happened. One of the biggest reasons people are concerned about making a mistake in a speech is that they view speech-making as a performance rather than an act of communication. Don't panic about being perfect or about what will happen if you make a mistake. Once you free your mind of these burdens, you will find it much easier to approach your speeches with confidence and even with enthusiasm. Make eye contact with the audience. Concentrate on communicating with your audience rather than on worrying about your stage fright. Use visual aids. They create interest, draw attention away from you and make you feel less conscious.

## Guidelines For Speaking.

- (i) Be Fully prepared for Each speech - A speech is a solemn (sincere, honest) responsibility. You've an obligation - to yourself and to your listeners - to prepare fully everytime you stand in front of an audience. The better you prepare, the better your speech will be. Being prepared for a speech, involves everything from analyzing your audience to creating visual aids, organising your ideas to rehearsing delivery. Most crucial from an ethical standpoint, is being fully informed about your subject. Make sure you prepare fully so as not to communicate erroneous information or misleading advice.
- (ii) Be Honest to what you say - Don't include juggling statistics, quoting out of the text, mispresenting sources, painting tentative findings as firm conclusions, portraying a few details as the whole story, citing unusual cases as typical examples and proof. All of these violate the speaker's duty to be accurate and fair in presenting information. We should also note that responsible speakers do not present other people's words as their own. They do not plagiarise their speeches. Nor
- (iii) Avoid Name Calling or other forms of abusive language - Name-calling is the use of language to defame, demean, or degrade individuals or groups. When applied to various groups

in America, it includes such epithets as fag, kike, niger, honkey, Jap, wop, spic, etc. Such terms have been used to debase people because of their race, religious background etc. These words dehumanise the groups they are directed against and imply that they do not deserve to be treated with dignity and respect. This is why almost all communication ethicist warn public speakers to avoid name-calling and other forms of abusive language.

ASSIGNMENT 18:- Paragraph Development.

For effective technical communication, well structured paragraphing is indispensable. In a good paragraph one sentence leads to another and it has a logical structure with the correct arrangement of sentences.

Essentials of Paragraph Writing :-

- Presentation of single item.
- A sequence of well connected sentences.
- Thematic unity within the paragraph.
- Conciseness and exactness.

What to Avoid

- Avoid ambiguous expressions
- Avoid verbose style or the use of high sounding words.
- Avoid the mixture of ideas.
- Avoid repetition as it leads to boredom.
- Avoid the use of superfluous proverbs, idioms and figures of speech.

Techniques and Methods of Paragraph Development

A paragraph is a distinct unit, it concentrates on a particular idea. Certain techniques & methods can be adopted for developing a paragraph.

A paragraph may have variety of sentences, out of which one is a topic sentence whereas others are supporting sentences.

Some basic requirements for developing a paragraph are :-

- Unity
- Coherence
- Emphasis.

Unity:- Unity is important because it aids the reader in following along with the writer's ideas. The reader can expect that a given paragraph begins, this signals will deal only with one main topic; when a new paragraph begins, this signals that the writer is moving onto a new topic.

Coherence:- Coherence means establishing a relationship between the ideas presented in a paragraph. For this reason, coherence is closely related to unity. When a writer changes main ideas or topics within a paragraph, confusion often results. To achieve coherence, a writer should show how all of the ideas contained in a paragraph are relevant to the main topic.

Emphasis:- Emphasis is the principle of the paragraph composition in which the important ideas are made to stand. In here, it is very important that the main points of the writer should be evident inside the paragraph.

To attain these three basic requirements of a paragraph, the writers follow different methods such as:-

- Inductive Order
- Deductive Order
- Question to Answer Order
- Time Order
- Comparison & Contrast
- Enumeration
- Space Order

Topic sentence:- One popular way of developing a paragraph is to use topic sentence. It expresses the main idea of a paragraph. In other words, the sentence which states the main theme of the paragraph is known as topic sentence. It is around the topic or theme that a paragraph is built. Other sentences are built around the topic sentence and the other supporting sentences lend support to the topic sentence as the key or theme sentence. The writer's plan and also the nature of subject matter decides the place of the topic sentence in a paragraph.

Some popular arrangements of a topic sentence in a paragraph are:-

- A paragraph may begin with a topic sentence. It means that the first sentence is the theme sentence. It is used when in general to specific order is used.
- The topic sentence is somewhere placed within a paragraph but it happens occasionally.
- A paragraph may end with the topic sentence. In such paragraphs, the supporting sentences appear first and the theme sentence appears at the end. This arrangement is generally used in inductive order.

Ways to Develop a Paragraph:-

- 1) Inductive Order:- In inductive order, an author moves from particular statements to general

statements.

The paragraph, that begins with certain information concludes with the topic sentences, often known as conclusion. The author uses some arguments, illustrations which lead him to reach a conclusion.

Example - Ram dies. Mohan dies. They are human beings. Hence, we can say that man is mortal.

2) Deductive Order:- In this, we've a conclusion reached by reasoning from general laws to a particular case. The topic sentence is usually the first sentence in a paragraph stating some general statements, the author finally tries to deduce his conclusion logically. This gives the paragraph a direct, straight forward style which most expert readers prefer. This, in brief, the movement of thoughts in this order is from the general statement to a particular statement.

Example - Man is mortal. Since Ram and Mohan are men, they are mortal.

3) Question to Answer Order:- In this order, the theme is introduced in the first sentence. Then paragraph is then later, he gives the answer to that question. At the very outset, the author announces his purpose.

4) Exposition:- In this order, the theme is introduced in the first sentence. Then paragraph is then developed around this topic

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sentence. Indirectly, the exposition and deductive methods are used simultaneously in a paragraph.

5) Time Order:- This order is the natural order<sup>ph.</sup> of narration, in which one event leads to another. This method is used to document time or the steps in an instruction.

6) Comparison & Contrast:- This order is used when two or more things are compared or contrasted. This order emphasizes the difference between two subjects or things that are being compared.

7) Enumeration:- This order is also used in narration when the words like firstly, secondly, finally and ~~common~~ are used.

8) Space Order:- While describing the location of a place, this order is useful.

9) Coherence:- The word coherence literally means consistency, especially of speech, thoughts, ideas and reasoning which makes the expression clear & easy to understand. In order to make the reader understand the message, the writing must be coherent and logical. Every sentence should be linked to the one that went before. Moreover, it should include all necessary information and ideas should be presented in a sensible order. In technical writing, every sentence should logically follow from the one preceding it. Every sentence should be linked to the one that <sup>goes</sup> ~~went~~ before and it will help to make a single whole.



The four significant devices which may help to attain coherence are:-

- Pronouns
- Repetition
- Synonyms
- Connectives.

Pronouns:- Pronouns are used as a substitute for a noun which it is antecedent. This helps in maintaining continuity of thought. For eg- he, they, she, we, you, etc. are all pronouns.

Repetition :- Repetition of certain words also gives coherence to a paragraph. While using repetition the writer must be very careful because too much repetition may lead to monotony.

Synonyms:- Synonyms are used in place of certain words, already used and have similar meaning. This includes variety and thus helps the writer to avoid monotony.

Connectives:- The use of connectives is another device which lends coherence to paragraph. These connectives, which occur at the beginning of a sentence, link it to the sentence that comes before. The connective such as and, but or, therefore, as a result, to sum up, & in short may be used. Sentence linkers like moreover, for example, in fact, however, etc also help in achieving coherence in paragraph.

10) Emphasis:- In order to get the desired effect in writing, the writer gives proper emphasis to the items in a paragraph. A

paragraph may contain various facts and ideas & out of which some are prominent. The writer gives each item, fact, or idea the emphasis it deserves.

Four techniques used by the writers to give emphasis are:-

- Emphasis by Position
- Emphasis & Space.
- Sentence Structure and Emphasis.
- Mechanical means of Emphasis.

Emphasis by Position: Generally the beginning and ending of a paragraph are more important than the middle of the writing of writer. The first and last sentences of a paragraph carry more emphasis than the middle parts. Thus, the writer should pay special attention to the beginning as well as the ending of a paragraph. He should place the points he wants to emphasize in the beginning or in ending positions.

Space & Emphasis: It needs to give more space to the idea to be emphasized. The more you say about something, the more emphasis you give it; and the less you say about something, the less emphasis you give it.

Sentence Structure & Emphasis: Emphasis may be achieved through a specific sentence structure. Important points should be placed in short and simple sentences. Sometimes it may be achieved by repeating some keywords or by introducing

synonyms or words. Repetition of words, used carefully and occasionally, at times helps in giving proper emphasis to a fact or idea.

Mechanical means of Emphasis:- The mechanical devices can also be used to give emphasis to an idea. Such common devices are the underline, quotation marks, italics, bold-face type, and capitals. Likewise, colours, lines, arrows can also be used to get emphasis.

### Methods for Developing a Paragraph:-

- 1) Chronological Order Method:- Chronological order refers to time. This method is a sequential arrangement of events according to the importance of time and date.
- 2) Spatial Method:- This method refers to space and layout. To describe the place based on location spatial method is used. For eg, if one is to write a paragraph about the lay out of your college, begin at the entrance, then every section of the college including auditorium, canteen & cafeteria.
- 3) Linear Method:- The literal meaning of the word linear is of or in lines or involving one dimension. In a paragraph one sentence leads to the next one & thus the sentences proceed towards their goal. A logical sentence sequence is thus followed by sentences of a paragraph. The linear method also contributes

to the unity of a paragraph.

4) Interrupted Method:- The interrupted method is not a popular method with the technical writers. It is only occasionally used. Whenever, the writer gives the break to the line of thought and gives the turn to the ideas to produce the desired effect, the interrupted method is said to be used by the writer. In such organisation, the topic sentence, written may occur in the middle of the paragraph.

## Controlling Nervousness and Stage Fright.

Nothing is worse than when you are about to walk on stage for a performance, audition or presentation and you get stage fright. Stage fright is perfectly normal phenomenon that occur to many people. It is a persistent phobia which is aroused in an individual when required to speak in front of an audience.

Unfortunately, nerves, anxiety and fear are some of the negative forces that can hold us back. It can happen before or during any appearance in front of an audience.

### Symptoms of stage fright:-

- Racing pulse and rapid breathing.
- Dry mouth.
- Trembling hands, knees, lips & voice.
- Sweaty and cold hands
- Nausea & an uneasy feeling in your stomach.
- Loss of memory.

Does the thought of speaking in front of an audience make you nervous? If it is yes, then you should feel happy to know that you've thousands of companions to share the same answer with you. You would also be glad to know, that even many

seasoned speakers feel nervous when they need to present a complex topic to present before their superiors.

Hence, anxiety or nervousness is not a bad quality. It is common for almost everybody. However, as nervousness leads to stage fright, which in turn may affect the presentation, we need to know how to control it.

How do you overcome stage fright when speaking in public?

Know your content, your speech and more importantly your audience. If you know what you are talking about then you've no reason to be nervous.

→ Know Your Topic - Understanding of your topic will enable you to know/speak more naturally and hence more confidently. Also, if a technical glitch occurs, this won't faze (disturb) you as you are already confident on the subject. If, for instance, your microphone stops working, don't stress over it. Carry on with a louder voice. Chances are the technical people are already stressing and working to sort the problem out, so you getting worried over the same

issue won't help.

- Practice, Practice, Practice - Knowing your stuff helps, but it doesn't necessarily eradicate the problem. You need to practice as much as you can before the performance or public speaking day. Know your content inside out (thoroughly) and practice (preferably in front of a live audience) as much as possible to build your confidence.
- Talk Yourself Down: - You need to realise that even though stage fright is "all in the mind", the fear manifests itself in physical ways. The best way out is to change your negative talk. Like stop worrying about "what if I forget the content?" Change that into positive talk like, "what if I am great at this?" It may sound simplistic or too easy, but positive affirmation will go a long way in reducing stage fright when speaking in public.

### Strategies for Reducing Stage Fright -

- Develop an interest in the topic of your presentation.
- Reserve adequate time for preparation.
- Anticipate easy as well as difficult questions and try to work out your answers.
- Practice your opening statement several times.

→ Rehearse your entire presentation atleast twice.

### Strategies Just Before the Presentation.

- Obviously, if you are late, this'll only heighten your anxiety. Arrive early and acclimate (adjust, adapt) to your surroundings.
- You can even check out the stage and the auditorium as to get yourself used to the environment.
- Check the arrangements, equipment & your Powerpoint slides.
- If you see some participants, look at them, greet them and talk to them to ensure that you ~~are~~ are not nervous while speaking & your voice is flowing freely.
- Take a few sips of water.
- If you've time walk around or outside the venue.
- Concentrate on your ideas.
- Relax yourself by taking deep, even, slow breaths.
- ### Strategies When the Presentation Begins

→ Feel good about your presentation & walk up to the podium, taking a few deep breaths.



- Do not begin immediately or in a hurry. First look at the friendliest faces among your audience and smile.
- Remember that the audience may not realise your nervousness as much as you feel it.
- Never comment on your nervousness during a presentation (some speakers say 'I feel nervous, let me've some water, please').
- Do not show clear signals, such as clearing throat, drinking a full glass of water, wiping forehead etc, which display your nervousness to the audience.

Visualisation strategies - Spend time visualising yourself giving a perfect presentation and speaking in public - filled with humour, warmth, confidence & intelligence. Positive visualisation is a proven technique to reduce nervousness for stage fright on any occasions or any such as presentation, interview, & group discussion.

→ The more you imagine being great, the more likely you'll achieve it.

Visualise that you've prepared well and now you are sharing standing in front of your audience. All the eyes are on you. Here you can imagine your

friends or other known people sitting in front of you. Visualise their smiles, clapping etc. See in your mental image that many among them are appreciating and shaking hands with you after the presentation is over.

The concept behind this technique is "positive thinking". Rather than thinking, 'my presentation is going to be a failure as I do not've experience all are going to mock at me...'

You should visualise positive things such as success, commendations, happiness etc.

It's Not all About You - Though you might feel like everyone is out to laugh, criticize or judge you, that is not the case. Cut out the feeling that the world is going to hang ~~out~~ on your every mistake. Focus on your speech, audience & what they deserve from you. This'll ease the pressure that is already accumulating.

Keep Calm, Don't Rush it - Don't rush your presentation. Start slow & allow yourself time to get into a comfortable pace. You need time to get used to the audience and the audience also needs time to get used to you.

Don't Show Your Mistakes - You've prepared, practiced & feel good about your speech or presentation. Suddenly, on stage you realize you mixed the order of topics or you forgot an important point. But remember, you're the only one who knows about it. Your audience doesn't. So don't make them aware of a mistake that they didn't even know existed. If you bring it up, some people might start looking for more holes, which ultimately distracts from the whole purpose of your presentation in the first place.

Don't Fight Your Stage Fright - - - Work with it

You have to expect and accept the fact that until you'll feel anxious, especially the first few minutes of your presentation. Focus on the presentation when speaking in public & the anxiety will slowly ease off.

## TECHNICAL PROPOSAL

Proposal: - A proposal is a written document that offers a service or a product to a potential client or a buyer. In technical sense, it is a document that tries to persuade the reader to implement a proposed plan or approve a proposed project. In simple terms, it is an offer by one party to provide a product or service to another party in exchange of money. Most businesses rely on effective proposal writing to ensure successful continuation of their business and get new contracts. Proposals are often written in response to a "Request For Proposals" (RFP) by a government agency, organization or company. The requesting body receives multiple proposals responding to their request, reviews the submitted proposals and chooses the best one(s) to go forward. Thus, your proposal must persuade the reader that your idea is the one most worth pursuing.

Proposals are persuasive documents intended to initiate a project and get the reader to authorize a course of action proposed in the document. A proposal should contain information that would enable the audience

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of that proposal to decide whether to approve the project, to approve or hire you to do the work, or both. Identify and define the problem that needs to be solved. You must convince the reader that you clearly understand the problem/situation and can solve it.

Rubrics (a set of instructions or rules) that assess proposals generally place significantly weight on clarity and accuracy of the problem definition. Describe your proposed project, clearly defining the scope of what you propose to do. Often, it is best to give a general overview of your idea, and then break it down into more detailed sub-sections. Indicate how your proposed solution will solve the problem and provide tangible (real or actual rather than imaginary) benefits. Show the specific differences between "how things are now" and "how they could be".

- Be as empirical (real, factual) as possible
- Emphasize results, benefits, and feasibility (practicability) of your proposed idea.

→ Include the practical details: propose a budget and a timeline for completing your project. Represent these graphically. Your timeline should include the major milestones or deliverable of the project, as well as dates or time-frames for completion of each step. Conclude with a final pitch that summarizes & emphasizes the benefits of implementing your proposed idea.

Significance of Proposals: - A proposal serves to improve the existing working conditions of an organization. A proposal can be made internally and from one department to another. Good proposals help the organization to rein financial returns.

Types of Proposals :-

- 1) Solicited Proposals
- 2) Unsolicited Proposals
- 3) Internal Proposals
- 4) External Proposals.

Proposals are written for business enhancement, for scientific enquiry, for technical knowledge, etc. The two basic types of proposals are sales proposals and research proposals. Both these types

may be either solicited or unsolicited.

→ Sales Proposals:- sales proposals are also known as business proposals. They are sent outside the company to potential clients or customers. An organisation often knows in advance those individuals and corporations that are qualified to bid on a job or help solve a problem. So, a request may come via email or in the case of government via newspaper. To be successful at acquiring the contract, the company will not only have to present excellent reasons to follow its recommendations but also have to try to overcome the resistance from its competitors. The company's proposal should've stronger and more powerful arguments than those of others. So, it has to meticulously (i.e. carefully) follow the proposal requirements of the solicitor regarding the problem, the required solution, specific work to be done or equipment to be installed, format of the proposal, and number of copies desired, deadlines etc.

Similarly when a company prepares an unsolicited proposal, it needs to convince the reader that it understands the client's ~~purpose~~ problem and that it is qualified to solve the problem successfully.

→ Research Proposals:- These are generally academic in nature and mostly solicited. Professors of the institutions for which they work may submit a proposal to obtain a grant in response to a request or announcement from the government or other agency.

→ External Proposals:- The research proposals and business proposals may further be classified into broad categories:-

A proposal sent outside of the writer's organization to a separate entity in order to win the contracts for work is known as an external proposal.

→ Internal Proposals:- "Internal proposals are written by and for someone within the same organization". Since both the writer and reader share the same



workplace context, these proposals are generally shorter than external proposals and usually address some way to improve a work-related situation (productivity, efficiency, profit, etc.)

Solicited Proposals: - "When a proposal is prepared in response to an <sup>invitation</sup> initiation from a firm or some government or non-government organization, it is known as a solicited proposal."

In such form of proposal, the proposer receives a form from the firm inviting the proposals. The writer is required to supply particulars as demanded by the firm. These are generally prepared in response to advertisements.

Unsolicited Proposal: - It is developed by an individual without being asked or without any external encouragement. To convince the concerned person is a little difficult in unsolicited proposal as the firm is not in need. The individual needs to be more careful while preparing the proposal. The proposer should arouse the "interest

of the concern in his proposal by showing the maximum profit. S/he should see that in the process of making it attractive he should not exaggerate or say things that are not feasible.

### Characteristic:-

Essentially Technical Proposal should:-

- demonstrate to decision-makers that their needs would be met with
- keep in view the customer's convenience, financial gain and prestige.
- include executive summary, background, objective, description of the problem, methodology, and cost estimate.
- follow the requirements of the clients meticulously.
- use plain, direct and unambiguous expressions.

### Structure of a Proposal:-

Generally, all good proposals have 3 important parts:-

- Prefatory Part
  - Body of Proposal
  - Supplementary Part
- (i) Prefatory Part:-
- Title Page

- Letter of Transmittal
- Table of Contents
- List of Tables/Figures
- Executive Summary.
- (ii) Body of Proposal:
  - Introduction:
    - Problem
    - Need
    - Background
    - Objectives or Purpose
    - Scope and Limitation.
  - Technical Procedures:
    - Methods & Sources
    - Plan of Attack
  - Managerial Procedures:
    - Sequence of Activities
    - Personal Qualification
  - Cost Estimate -
    - Conclusion.
- (iii) Supplementary Part -
  - Appendices
  - References.

### Prefatory Part

- a) Title Page:- The title page of a proposal is similar to either short or long reports. It includes the title, the name of the person or the company to whom the proposal is submitted, the name of the person submitting the proposal and the year.

- b) Letter of Transmittal:- This is a cover letter that accompanies or is bound along with the proposal. Proposals are submitted to government organisations may contain the letter of transmittal immediately after the title page. It includes a brief introductory, a middle and a concluding paragraph. The topic and purpose are clearly mentioned in the introductory section of the letter. The middle section contains the proposal highlights and the concluding section motivates the recipient towards responding positively to your proposal.
- c) Table of Contents:- Brief proposals do not require a table of contents. But if the proposal is long, then a table of content is essential.
- d) List of Table & Figures:- This list enables the reader to locate the graphic aids if any, quickly.
- e) Executive Summary:- Even a brief proposal should have an executive summary. A well drafted executive summary will encourage its reader to read the proposal further. Hence, executive summary should be a concise

version of the detailed proposal. It should provide a brief background, telling your reader the need for taking up this project, and summarise the objectives, how will they be met, what procedures will be adopted and also the outcome of your project. The length of the summary is generally 100 to 300 words depending on the complexity of the proposal.

### Body of the Proposal:-

- a) Problem & Need:- The problem statement clearly specifies what it intends to investigate. It should elaborate on the existing facilities / procedure and shortcomings arising out of the same. It should explain why the problem exists and what benefits will come from the proposed research.
- b) Background:- It convinces the reader that there is a clear need, and a clear benefit of the proposed idea. Previous work completed on identical or related projects.
- c) Purpose:- The objective or purpose of the proposal should be stated clearly.  
For eg- ia) To offer the supply of 40.

- craft engines to Aviation Supplier Corporations
- ii) To provide the required training to the newly employed graduates.
- d) Scope:- This part defines the boundaries of the project.  
For eg- the proposal on research study should clearly specify whether it will study one or more areas of a community, company, department, or a particular problem. The writer of the proposal has an ethical and legal obligation to clarify to the limits of his/her responsibility.
- e) Limitations - Address potential obstacles or objections; concede (admit) where appropriate. This section describes the restrictions over which the proposal has no control, such as the non-availability of some classified information.
- f) Technical Proposals:- Here, a brief description on how the technical requirements of the reader will be met, should be given. Detailed description of solution or idea and detailed explanation of how the proposed idea will improve the situation. Confirm feasibility (is it doable?) How'll you find out? Explain the specific benefits of implementing the idea and the consequences.

of not doing it. Give a detailed description or explanation of your proposed idea or methodology, and the resources needed to achieve goals.

→ Plan of Attack (Methodology): - Here, you are requested to present a methodology you would accept / adopt to carry out the project. If you are submitting a proposal for setting up a solar water heating system in a university campus, you're to explain each step of your process, starting from procuring materials to the installation of the systems.

In general, this section presents the various solutions available for the problem and the one you've chosen justifying the reasons for selecting the same.

g) Sequence of Activities: - This section pertains to mapping the job in question. By means of Gantt chart or the milestone chart, you can present to your client a clear picture of the phases of activities of the project and how long each phase'll take. The intention here is not only to guide the reader

but also to enable you to proceed systematically with your project. The charts will also show the reader that you have adequately planned and prepared for the various activities.

h) Project Team/Personnel:- Before you write your business proposal, consider the manpower you'll need for this project. Your manpower requirement definition may include managers, front-line employees and employees with special skill sets required for this project. Define the roles of each member of your proposed team. Estimate how long it will take for each team member to complete their portion of the project. Use that estimate to determine your manpower costs, keeping in mind their salary, their employee benefits, payroll taxes and other costs associated with their employment.

In long proposals such as information is a must - including a brief resume of each individual / educational qualification, professional achievements, experience in the area, publications in the relevant field etc.



i) Budget / Cost Estimate:- The budget of cost section is mandatory for all proposals. This provides a breakdown of all estimated cost for the project. It should include items such as materials and supplies, salaries, travel, consumable items (photocopying, printing, pencils, pens, pads of paper, marker, postage) etc. It is a customary to include a budget justification section, in paragraph form, stating the various items of expenses the project will incur.

j) Conclusion:- This last section of the body of the proposal provides a final opportunity to you to re-emphasise and persuade the recipient that you have all the resources in terms of material, expertise, and enthusiasm to accomplish the project. No new ideas should be added here and this section should be brief.

### Supplementary Part:-

a) Appendices:- Appendices as in formal reports, are optional in proposal also.

Visuals (maps or graphs) and some pertinent letters of support and endorsement can be added.

b) References:- It is the list of sources which are used or quoted in the proposal. Mostly, these find a place in research proposals which require documentation.

Technical Proposals have sections:-

SECTION A:- Consultant's Organisation

SECTION B:- Consultant's Experience,

SECTION C:- Comments on the Terms Reference

SECTION D:- Description of Approach, Methodology and Work Plan.

→ Annex 1:- Team Composition, Task Assignments, and Level of Effort.

→ Annex 2:- CV of Proposed Key Personnel/s

→ Annex 3:- Work schedule.

Consultant's Organization:- Briefly describe the background of your consulting firm/organisation and the sub-consultants that your consulting firm proposes to engage for this assignment.

Consultant's Experience: - Provide information of atleast three previous consulting assignments similar to the assignment subject of this solicitation for which your consulting firm / organisation and the sub-consultants for this assignment were engaged individually as distinct corporate entities or jointly as members of an association or a consortium of corporate entities.

→ Assignment Name

→ Country: Location within country

→ Name of client

→ Contact Person - title, Description,

→ Telephone No., Address

→ Start Date (Month and Year)

→ Completion Date (Month & Year)

→ Approx Value of the Contract.

→ Duration of Assignment (Months).

→ Total no. of staff (Months of the Assignment)

→ Name of Associated Consultants, if any.

→ Name of senior professional staff of your consulting firm involved and designation and/or functions performed (eg. Project Coordinator, Team leader)

→ Description of Project.

→ Description of actual services provided by your staff within the assignment.

Comment and/or suggestions on the terms of Reference:- Present and justify here any modifications to the terms of reference your consulting firm would like to propose. Justify modifications if there are any to perform the assignment better and more effectively (eg. deleting some activity that you find unnecessary, adding others or proposing a different phrasing of the activities.) Such a suggestion should be concise and incorporated in your proposal.

Description of Approach, Methodology & Work Plan:- These are key components of the technical proposal. It is suggested that the technical proposal should be divided into the following three subsections-

- Technical Approach & Methodology.
- Work Plan.
- Organisation and Staffing.

→ Technical Approach & Methodology:- In this subsection, you should explain your understanding of the objectives of the assignment, approach and methodology for carrying out the activities and obtaining the expected output and detail.

of such output. You should highlight the problems being addressed and their importance and explain the technical approach you would adopt to address them.

→ Work Plan:- In this subsection, you should propose the main activities of the assignment, the content and duration, phasing and interrelations milestones (including interim approvals by the client) and delivery ~~at~~ dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing an understanding of the TOR and ability to translate them into a feasible working plan. A list of final documents including reports, drawings and tables to be delivered as final output should be included here. The work plan should be consistent with the terms of reference.

→ Organization & Staffing:- In this, you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible and proposed technical

and support staff.

### Annexe 1: Team Composition, Task Assignment and Level of Effort.

#### KEY PERSONNEL

- 1) Name of Staff and Firm Associated with  
2) Area of Expertise Relevant to the Assignment  
3) Designation for this Assignment  
4) Assigned Tasks or Deliverables.
- a) Location      c) No. of Days.
- 1) Name of staff & Firm Associated with:-  
Indicate if the proposed staff is an employee or an agent of your Consulting firm or sub-consultant.
- 2) Designation for this Assignment :- Title or position is described in the TOR or otherwise named in your proposed organisation and staffing.
- 3) Location :- Indicates if the staff / consultant is local or international.

### Annexe 2: - CV of Proposed Key Personnel

- Name of staff      → Nationality
- Proposed Position      → Education
- Employer      → Professional Certification
- Date of Birth      → Membership in Professional Activities

- Other Relevant Training
- Countries of work Experience
- Languages
  
- Employment Record
  - List in reverse order from year to year
  - From Employer
  - Positions held,
- Detailed Tasks Assigned
- Works undertaken that best illustrates the capability to handle the task assigned
  - Name of the Assignment or Project
  - Location
  - Main Project Features
  - Activities Performed
  - Year
  - Client
  - Positions Held,

Annex 3:- Work Schedule

<u>No.</u>	<u>Activity</u>	<u>Months</u>
1)	Indicate all the main activities of the assignment. including the delivery of reports (e.g. inception, interim	Duration of activities shall be indicated in the form of a bar chart

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and final reports) &  
other benchmarks  
such as client  
approvals etc.



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### PROFESSIONAL PERSONALITY ATTRIBUTES

Empathy:- Empathy is the ability to understand others' emotions, needs and ideas from their point of view. It is the ability to step into someone else's shoes, be aware of their feelings and understand their needs. In the workplace, empathy can show a deep respect for co-workers and show that you care, as opposed to just going by rules and regulations. An empathetic leadership style can make everyone feel like a team and increase productivity, morale & loyalty. It is a powerful tool in the leadership to build trust, gain respect and strengthen relationships, fosters work productivity and overall job satisfaction. There is no one way to show empathy; it takes on many forms. For eg- if your co-worker is dealing with a difficult health issue, you can display empathy by taking quality time to talk him/her and ask how he/she is doing. You may even volunteer to answer their phone or take on some of their work while he/she is away at a doctor's appointment. Another way of showing empathy is by respecting a co-worker's comment even when you disagree with them. This approach shows how you're listening, taking their feelings and reasoning into account.

→ Empathetic people -

- (i) like people
- (ii) Enjoy working with & helping others
- (iii) Value people as individuals.

When you develop empathy, you become skilled at managing relationships, listening & relating to others. Empathy, on a very basic level, is what makes us human. To use empathy effectively, give your co-worker your full attention, looking out for verbal and non-verbal clues

to help you fully understand their situation. Empathetic leaders are assets to organizations, in part, because they are able to effectively build and maintain relationships - a critical part of leading organizations anywhere in the world. Business leaders can improve their empathy and emotional intelligence by -

a) Listen to People - Listen to people, not just their words but also their facial expressions and body language - without interrupting. And while you are listening, pay attention - don't use your phone and look at your watch. Fostering listening skill is vital. Active listening is one of most underrated and underdeveloped skills in business.

Being fully present with other people help to build empathy.

b) Talk to People - Ask them about their interests, pay attention to what they are doing and praise them for what they are doing well, and encourage them to speak up with their own ideas.

Considerateness - A considerate leader is concerned with employees' interests and well-beings, he is sensitive toward their feelings, needs and goals. He often thinks about the impact of his behaviour, actions and leadership on the people around him. He seeks the suggestions from his employees and consider the impact of decisions before he makes them.

By openly praising and privately correcting subordinates, he establishes a working environment in which people trust, respect, and follow him. Considerate leaders have the ability to empathise with others. They are able to put themselves in somebody else's shoes and attempt to understand how others feel. People want to connect with a considerate leader when they know that he cares about what they've to say. Considerateness means being flexible and adjusting your

action and words in small ways to accommodate other people's needs and feelings.

As an example, your team members might be dealing with issues outside work that can impact their productivity.

As a result, they might be running behind schedule and struggling to meet deadlines. In such instances, it's essential to express your care and concern on the matter and be flexible with their needs.

Being considerate requires you to develop a strong sense of empathy to understand the situation another is facing even when you haven't experienced it. While being considerate may not come naturally to some, it is a skill that can be honed and developed over time.

Being considerate often involves doing something small for someone.

For example, helping your colleague to carry a large no. of files, hold doors open for people, pull out chair for people.

These small acts of kindness show that you don't think of yourself, but you are also mindful of others.

Be considerate of other people's time. See to it that you are on time for work, meetings and social gatherings. And if something unforeseen happens, be sure to let people know, so you don't keep them waiting. By respecting other people's time, you show that you value them as much as yourself. Don't be afraid to apologise.

It's mature and thoughtful to apologise for your mistakes.

It is not a sign of weakness to admit when you are wrong, but rather a sign of inner strength and humility. Having good manners and being polite means making other people feel at ease & respected. It may sound simple, but a well placed "please" or "thank you" can go a long way, and will also boost your reputation.

Leadership Skills :- Whether one is an office manager or a project leader, all good leaders require several soft skills to help them positively interact with employees or team members. Effective leaders can communicate well, motivate their team, handle and delegate responsibilities, listen to feedback, and have the problem solving skill. Employers seek these skills in the candidates when they hire employees. As a leader, you need to be able to clearly and successfully explain to your team members everything from organisational goals to specific tasks. Leaders should establish a steady flow of communication between themselves and the staff or team members, either through an open door policy or regular conversations with workers. They should make themselves regularly available for to discuss issues and concerns with employees. It includes →

a) Trust - A leader who does not trust enough will not be trusted. One key leadership characteristics that also seems to be integral to all other characteristics is the ability of the leader to generate and sustain trust. If no trust exists, there is no influence over others, which means there is no leadership. Without trust, a leader will never get the results he or she wants. People trust those whose behaviour is consistent and who display competence. The leader who does not establish trust will have no followers. Trust is the primary attribute associated with leadership, and trust that is broken can have an adverse effect on a group's performance. People are unlikely to follow someone they think is dishonest, or someone they think will take advantage of them. When your team trusts you as a leader, it increases commitment of to team goals. Communication improves, and ideas flow more freely, increasing creativity.

and productivity. Perhaps most important, in the hands of a trusted leader, employees are more comfortable with change and more willing to embrace a new vision.

- b) Integrity - ~~talks~~ Without knowing who you are, you can't lead with integrity. A leader cannot generate trust unless he/she consistently is viewed as having integrity. Integrity means doing the right thing at all times and in all circumstances, whether or not anyone is watching. It is walking the talk. People who adhere to a strong set of principles or being true to themselves, and who've the courage to take responsibility for their actions, have integrity. It is the leader's behaviour that demonstrates integrity to his/her followers. Whatever leaders say about their own integrity, followers wait to be shown. The only way it can be known for sure whether someone is honest is to observe how he/she behaves. Trust is destroyed by manipulating people, distorting facts, or spinning the truth. Without integrity, trust is never achieved. It takes having the courage of our convictions to do the right thing, no matter what the consequences will be or how inconvenient and unpopular the results. Effective leaders with integrity act in accordance with their words and own up to their mistakes, as opposed to hiding them, blaming their team, or making excuses. Integrity also involves following company policies, appropriately using company time and resources, and respecting one's colleagues and direct reports.
- c) Self-confidence - Self-confidence is the fundamental base from which leadership grows. You can teach a leader to be an effective problem solver, become more decisive, a better communicator, how to coach, mentor and hold team members

accountable, and many others fundamentals of leadership. Yet without that leader first believing in himself / herself, true leadership will exist only in title. Meaning, that if you don't believe that you have the personal confidence to lead, gaining followers will be tough, or impossible. People like to work with and admire leaders who are confident, yet humble.

d) Courage → courage is mental or moral strength to venture and withstand danger, fear or difficulty. It is hard to argue that other traits such as integrity, honesty, altruism, communication skills and decisiveness are not qualities of a good leader. But leaders could not display these traits if they do not have courage. An effective leader must have the courage to see difficult situations and accept responsibility for the outcome of decisions. The most important quality of a good leader is willingness to make decisions, this takes courage. Integrity as being the "touchstone of a good manager" too takes courage. Leaders are pioneers - people who are willing to step out into the unknown. They are people who are willing to take risks, to innovate and experiment in order to find new and better ways of doing things.

e) Communication :- leadership is a dialogue, not a monologue. Good communication is certainly one of the best ways to develop trust. If people feel that you are listening to them and that you understand and care about what they are saying, then they are more likely to trust you and open themselves up to you.

f) Problem solving and troubleshooting - leadership roles are not limited to management or delegating. Today for any business leaders, the range of leadership responsibilities have evolved. For the proper functioning of an organization, leaders must

have problem-solving skills and an eye for analyzing the situation to make better decisions. When it comes to effective leadership, problem-solving skills are crucial. Good leaders have this innate ability to respond to problem. Make the analysis, use data, and communicate to solve the issues. Each time you solve a problem you get a little better at the process. A team leader will never get good at problem-solving unless they keep on trying even when they fail. The effective team leader is the leader that rises to the occasion to solve the problem.

Competence - Competency is any attitude, skill, behaviour, motive or other person characteristics that is essential for an individual to perform a job. There are some competencies required by an employee for an excellent performance.

Competencies Required by employees.

- Adaptability
- Motivation
- Independence
- Communication skills
- Commitment
- Foresight
- Leadership
- Analytical Reasoning
- Emotional Stability.

competent leaders have the knowledge, skills and motivation to be productive and produce results.

→ Conclusion - All of us can develop the skills required to become a leader. The first step is to sort oneself out by adopting an array of self-oriented mechanisms. The second step is "to walk the talk", which means to follow the advice that you give to others. Thirdly, include others in the process, include them in your goal-setting and encourage them in their own goals. Teamwork and self-leading culture need to be performed promoted if the system is to become self-sustaining.

ASSIGNMENT 29:- Critical Thinking

Critical thinking is the ability to think clearly & rationally, understanding the logical connection between the ideas. It requires one to use one's ability to reason. For example the ability to recognise fake news. It is about being an active learner than a passive recipient of information. Critical thinkers rigorously question ideas & assumptions rather than accepting them at the face value. They will always seek to determine whether the arguments, ideas, and findings represent the entire picture. Critical thinkers will identify, analyse, and solve problems systematically rather than by intuition or instinct.

Someone with critical thinking can:

- Understand the links between ideas.
- Determine the importance and relevance of arguments and ideas.
- Recognise, build and appraise (evaluate) comments.
- Identify inconsistencies and errors in reason.
- Approach problem in a consistent and systematic way. → Reflected on the justification of their own assumptions, beliefs, and values.

Critical thinking is an act of deliberately



analysing information so that you can make better judgement and decisions. It involves logic, reasoning, and creativity to draw conclusions and generally understand things better. It is all about asking questions, the right questions, then analysing and making evaluations or judgements based on the information presented. Questions help you to assess the significance of claims & arguments. It is a way of thinking in which you do not merely accept all arguments and conclusions you are exposed to but rather have an attitude involving questioning such arguments and conclusions. It requires wanting to see what evidence is involved to support a particular argument or conclusion. People who use critical thinking are the ones who say things such as :-

- How do you know that?
- Is this conclusion based on evidence or gut feelings?
- Are there alternative possibilities when giving a piece of information?

Building the skills and applying them in your life makes it easier for you

to assess evidence, evaluate arguments and adapt your thinking so you stay switched on when engaged in different situations.

Critical thinking involves stepping back from the situation to enable you to see all the angles before making judgements or taking decisions. It means identifying the key points, linking (connecting) the sources of information, weighing up different types of evidence just as the judge and jury would do in a court of law and putting it all together into your own independent saw through a point of view.

One thing that is very important to realise that critical thinking is not about being critical. It should not be assumed to be synonymous with criticising. It is much more than just finding flaws in other people's claims. It is not passive. It is about being an active learner than rather than a passive recipient of information. It is not merely to decide whether to accept or reject an argument. It is a logical process that one goes through to determine whether you agree or disagree. It agrees you to explain why do you disagree. What parts of the claim or argument you find wrong and troubling and even what

argument you might make in its place. By offering alternatives to the arguments you and others involved strengthens & clarify views. Thus, critical thinking can be seen as an exercise in collective problem solving. To be a true critical thinker, means being creative, reflective and adaptable, evaluating the evidence to decide for oneself what is accurate, what is relevant and do I have sufficient information to make a decision on the topic. By using this technique, you'll find yourself becoming a clearer and better thinker. It can be applied to many different situations. You can use it to prepare for job interviews, manage your time better, make decisions about purchasing things. As humans we always think. It is something we can't turn off. But not all of it is critical thinking. No one thinks critically 100% of the time. Instead, it is an intentional process. Something that we continuously use when we are presented with difficult problems or important decisions. Critical thinking has a wide range of applications in

the real world. It can help you to make better decisions, become more hireable, and generally help you to become better understandable. Think about a topic or an issue in an objective and critical way.

Identify the different arguments there are in relation to a particular issue. Evaluate a point of view to determine how strong or valid it is. Recognise any weakness or negative points that are there in the evidence or argument. Notice what implications (significance) there might be behind the statement or argument.

Provides structured reasoning and support for an argument that we wish to make. All employers want employees to make right decisions and to contribute to solving problems in the workplace.

Critical thinking is complex and involves a number of sub-skills that need to be learnt and refined over time.

Individuals with strong critical thinking skills are a very valuable resource to teams and to businesses.

Critical Thinking Skills Components:-

- Analysis
- Evaluating
- Reasoning
- Problem Solving
- Decision Making.

- Analysis:- Analytical skills are the skills of collecting data, performing all sorts of analysis, resolving it at meaningful conclusions, and finding solutions to various issues based on information and data around you. Analytical skills are essential because it allows you to find answers to take next. Developing this ability can improve your work, help you achieve company goals and eventually support your personal career goals.
- Evaluating:- Evaluative skills are used to assess the credibility of the claims people make and to assess the quality of reasoning people display and when they make arguments or give explanations. We can also apply our evaluation skills to assess the quality of analyses, interpretations, explanations, inferences, options, opinions, beliefs, proposals and decisions. People with strong evaluation skills can judge the quality of arguments and the credibility of speakers and writers.
- Reasoning:- Reasoning is your ability to form a coherent and logical argument. It enables you to use

reasons to justify your argument. It is the process of using your mind to consider something carefully and to be able to demonstrate that it is either True. The primary function of reasoning is to be able to devise and evaluate arguments intended to persuade others. For eg, lawyers use reasoning in the courtroom to convince the jury that the defendant is either guilty or innocent.

→ Problem-solving:- Problem-solving is the ability to understand the root causes of an issue or situation, consider alternative solutions and arrive at a decision about which solution is best to address the problem. For eg- A sales team is brought together because sales've dropped 25% in the last quarter. They need to work through a systematic problem-solving process to find a solution.

→ Decision Making:- It is the ability to identify and choose a course of action from alternatives based on values & preferences. For eg, when a couple is buying their first house, they usually start with determining the amount of money they've to spend. Then, they need to consider location, size & amenities. Typically, they end up having to

decide between house A and house B. When trying to make the right decision, a person must weigh the positive and negatives of each option, and consider location, size and amenities. Typically all the alternatives.

Decision making is the process of making choices by identifying the decision, gathering information, and assessing alternative solutions.

**Identify the decision** - You realise that you need to make a decision. Try to clearly define the nature of the decision you must make, this step is crucial!

**Gather Relevant Information** - Collect some important information before you make your decision. What information is needed, the best sources of information and how to get it.

**Identify the Alternatives** :- As you collect information, you'll probably identify several possible paths of action, alternatives. You need to list all possible and desirable options.

**Weigh the Evidence** :- As you go through this difficult internal process, you'll begin to favour certain alternatives:

those that seem to've a higher potential for reaching your goal. Finally, place an alternative in priority order, based upon your own value system.

**Choosing Among Alternatives:** - Once you've weighed all the evidence, you are ready to select the alternative that seems to be the best one for you. You may even choose a combination of alternatives.

**Take Action** - You are now ready to take some positive action by beginning to implement alternative you choose.

**Review Your decision and its consequences:** - Consider the results of your decision and evaluate whether or not it has resolved the need you identified. If the decision has not met the identified need, you may want to repeat specific steps of the process to make a new decision. For eg, you might want to get more details or somewhat different information or explore additional alternatives.



## AUDIENCE ANALYSIS

Audience analysis is the process of learning who your audience is, what they are thinking, and how you can best reach them. As speakers we tend to focus so much on content and delivery that we forget one of the most important elements that help make our speech truly effective - the audience.

If we don't keep our audience in mind while writing and preparing for the speech, even if the content and delivery is superb, the speech's overall impact will fall flat. A well prepared speech given to the wrong audience can have the same effect as a poorly prepared speech given to the correct audience. They can both fail terribly. It's surprising how many times speakers give great speeches but are completely out of context for their audience. Every speech needs to be designed to communicate a particular message to a particular audience. No message can appeal to all audiences. The more

you know and understand about your audience and their needs, the better you can prepare your speech to assure that you meet their needs. Nothing will relax you more than to know you're properly prepared. The stage fright or speech anxiety felt by many speakers is due to not knowing enough about the speaking environment or the audience. The more you know about your speaking environment and your audience, the more relaxed you'll be when delivering your speech. Many speakers, however, often overlook the need to include any kind of audience analysis as part of their speech preparation. Proper audience analysis will assure that you give the right speech to the right audience. Most professional speakers send their clients a multi-page questionnaire in order to gather enough information about them and the speaking event to properly customize their speeches.

### Two types of speakers-

Self-centric speakers deliver the speech they want to give, without concern for who is in target audience or what they may be thinking, feeling, or wanting.

→ Audience-centered speakers deliver the speech which the audience wants to hear, using words, concepts, stories, and visuals which will resonate with audience members & lead them to action.

Good public speakers are the audience centered. They know the primary purpose of speechmaking is not to browbeat (convince) the audience. Instead, it is gain a desired response from listeners.

To be audience centered, you need to keep several questions in mind when you work on your speeches →  
To whom am I speaking?

What do I want them to know, believe, or do as a result of my speech?

What is the most effective way of composing & presenting my speech to accomplish that aim?

The answers to these questions will influence every decision you make along the way: selecting a topic, determining a specific purpose, settling on your main points & supporting materials, organizing the message & finally delivering the speech. Think in advance.

about your listeners' background and interests, about their level of knowledge regarding the speech topic. As you develop the speech, work on explaining your ideas so they'll be clear, interesting and persuasive to the audience.

Psychology of Audiences - What do you do when you listen to a speech? Sometimes you pay close attention; at other times, you let your thoughts wander. People may be compelled to attend a speech, but no one can make them listen. The speaker must make the audience choose to pay attention too. What do people want to hear? Very simple, they usually want to hear about things that are meaningful to them. An effective speaker must be able to show their audience why the topic they are speaking on should be important to them. Listeners approach speeches with one question uppermost in mind "why is this important to me"? You must relate your messages to your listeners - show how your message pertains to them, explain why they should care about it as much as you do.

→ Demographic Audience Analysis - One of the ways speakers analyze audiences is by

looking at demographic traits such as age, gender, religion, ethnic, or cultural background. This is called demographic audience analysis.

- (i) Age - Individuals who grow up at the same time are a generation & often share many of the same experiences as other of the same age group. They exhibit a set of shared values, beliefs, and attitudes that are important to consider when preparing a speech. When you speak to an audience with members of different ages, you are likely to experience a generation gap.
- (ii) Gender - It is important to find out the ratio of men & women in the class. Also make sure that you do not use any sexist language, stereotypes or make jokes about gender. If you insult one in front of a class of 12 men, then in most cases, 12 men are not going to listen to you for the rest of your speech.
- (iii) Racial, Ethnic or Cultural Background - It is important for speakers to be sensitive to issues of race, ethnicity, & cultural background. In addition to keeping in mind general attitudes

about race and ethnicity, public speakers need to consider how racial, ethnic & cultural differences among audience members might affect their reactions to a speech you may do or say something that may offend them.

(iv) Religion - Whenever you speak on a topic with religious dimensions, then be sure to consider the religious orientations of your listeners. Doing so can help you avoid potentially embarrassing pitfalls; in some cases, it may take difference b/w successful speech & an unsuccessful one. Be very careful when you speak about different religions because people feel very strongly about their beliefs.

→ Situational Audience Analysis - These traits include :-

- The size of the audience,
- The physical setting
- and the disposition (temperament) of the audience towards the subject, the speaker & the occasion.

No matter what size group you are addressing, bear in mind one basic principle. The larger the audience, the more formal your presentation must be.

Locale / Physical Setting —  
 Which of the following would you rather address?

- An audience assembled immediately after lunch, crammed into an overheated room with inadequate seating?
- An audience assembled at 10 am, comfortably seated in an airy, well lighted room?

Undoubtedly, you choose the second option. Any of the adverse conditions listed in the first could seriously impair your audience's willingness to accept your ideas or even listen to you at all.

Disposition toward the topic — You should keep your audience in mind when choosing a topic. Ideally, you'll pick a topic that suits them as well as it suits you. Once you've chosen your topic, however, you must consider in more detail their interest in the topic, and knowledge about it.

Interest — One of your tasks will be to assess the interest of your audience and to adjust your speech accordingly. Most importantly, if your topic is not likely to generate great interest

you must take special steps to get your audience involved. Develop interest in your topic - by an arresting introduction, provocative supporting materials, vivid language, dynamic delivery, visual aids.

Knowledge:- There is often a strong correlation b/w interest in a topic & knowledge about it. If your listeners know little about your topic - whether or not they find it interesting - you'll have to talk at a more elementary level. If they are reasonably well informed you can take a more technical detailed approach.

Disposition toward the speaker:- Keep in mind that your listeners will always have some set of attitudes toward you as a speaker. Estimating what those attitudes are & how they'll affect your speech is the crucial part of situation audience analysis. Listeners find speakers much more <sup>-six</sup> believable who are a recognised expert & have conducted research on the topic. It is because an audience response to a message is invariably coloured by their perception of the speaker.

Disposition toward the Occasion - When you are invited to speak, the chairperson'll



say how much time you've for your talk. If not, be sure to ask. And once you know, pare down (decrease gradually) your speech so it fits easily within the allotted time. The occasion will dictate how long a speech should be, speakers who violate those expectations can almost always count on infuriating the audience. You must keep your audience in mind at every stage of speech preparation. This involves more than simply remembering who your listeners will be.

Above all it means two things:-  
Assessing how your audience is likely to respond to what you say in your speech.

Adjusting what you say to make it as clear, appropriate, & convincing as possible.

## Retention of Audience Interest

Did you know that you've only 30 sec to gain your audience's attention and motivate them to listen? When it comes to give an effective presentation, these precious opening seconds play a crucial part. This is the time your audience form an impression of you. If you waste it with a bad joke, rambling or pointless sentences full of 'uh's & 'um's', your listeners' focus'll probably fade away and you may not get them back. Capturing the room immediately is a challenging task for any speaker and it requires creating & rehearsing an attention-getting opener. It can be difficult to hold your audience's attention for the entire presentation.

According to a Prezi study, half of the respondents said they did something other than listening during a co-worker's presentation, including:

- Sending a text / message (28%)
- Checking emails (27%)
- Falling asleep (17%)

Why Involve Your Audience:-

An interactive presentation is much more likely to keep your audience's attention.

and built rapport with them. Listening to a presentation for any length of time can be a difficult process. If you don't involve the audience, they'll start to play with their phones, talk to colleagues and generally lose track of what you are saying. Once this happens & you start seeing that the audience would rather be somewhere else, you'll start feeling anxious & might try to speed up the presentation. To engage a large audience fully, the presentation needs to be energetic, purposeful & stage staged (planned, organized) as if it is a direct conversation between both you & your audience. That way, they'll absorb your ideas & insights & will learn something in an enjoyable way.

Plan from the audience's perspective  
Before you start writing your presentation, think about these points:

- What are the most interesting parts in my topic?
- How much will the audience know about my topic?
- Which members of the audience will

- most likely to be disinterested?
- How can I help them learn and understand my topic?
  - What is the size of the audience?  
You can do this by researching the event or conference, contacting the organizers to find out more about the demographic.  
When building your presentation, focus on giving it a structure which people can easily follow.
  - Use an easy to follow structure:- Start by introducing the core concepts & goals (objectives), then elaborate on the various points in a bit more detail, draw logical conclusions & leave your audience with a clear takeaway message. You want to flow naturally from one part to the next like you are telling a story.
  - Get the audience immediately involved:- Your audience will come to your presentation in a range of different moods. Try using a simple ice-breaker to re-energise them & get them focussed on your presentation. By starting with an ice-breaker, you show <sup>on</sup> your audience that your talk will be interactive and require their participation.
  - Ask the audience questions during your presentation:- The audience's attention drops.

to zero after just 10-15 minutes of your presentation. To get their attention back, take a break from your presentation from time to time & interact with your audience. Ask for their questions & answer them during your presentation this will help clear up any confusion the audience might have.

→ Use Quizzes to Capture Attention →  
 Quizzing the audience before or after a key point in your presentation is a great way to capture their attention & focus and gauge their understanding. It also helps transform spontaneous ideas into long term knowledge.

→ Videos give you a chance to 'catch your breathe' - Add Youtube, Vimeo, and other videos to your presentation, to give yourself, as well as audience, a break. Including a video in your presentation changes its flow & allows people to relax before focussing again. In addition, visual stimuli is a great way to relay information & increase retention.

→ Add humour to your presentation -  
 Jokes keep a presentation flowing & they help keep the audience engaged. Find at least a few jokes that can

be made & sprinkle them intermittently. In fact, making fun of yourself can be interesting to an audience, & and helps them stay more focused on what you've to say.

→ Tell a story → Humans take naturally to stories. Narratives are an evolutionary <sup>skill</sup> tool of use use to convey experiences, so we find it far easier to listen & relate to a story than we do a list of facts or statements. Transform anything you can in your presentation into a story format. Telling a compelling story is a good way to start a presentation. Your story should be brief & relevant to the point you are trying to make. But don't overload it with details. It can be personal showing your listeners why you are so passionate about the topic. You can also tell a story about a person who can be an example for others to follow. As a speaker, you can use a wisdom tale, historical event, or even a good joke to start a presentation. The key is to start with the short story relevant to the central point of your topic. You can use real-life and invented examples, to prove your points. The more narratives you can weave into your overarching (overall) presentation, the more people will want

to pay attention.

- Ask Rhetorical Questions :- If you are wondering how to start a presentation speech, start it with a question. One of the best ways is to ask the series of rhetorical questions (a question asked to make a point rather than to get an answer). Such sets of quest. stimulate the listeners' minds while they are thinking about the answers. Ask open-ended questions, not close-ended ones with a "yes/no" answers. Using open-ended questions help you create a knowledge gap that you'll later close in your speech.

- Use Quotations :- One of the funny ways to start a presentation is to quote movies. Why? Because it is entertaining. So a well-placed movie quote at the beginning of your speech can liven up your listeners. Here are some examples:-

- • The first rule of leadership: everything is your fault (Bug's life)
- The loudest one in the room is the weakest one in the room. (American Gangster).

- Use emotional inflections in your voice: - If you aren't emotionally ~~invested~~ invested in whatever you're presenting, you probably shouldn't be the one presenting it. Be sure to show the emotion to the people listening to you. Get excited about the solutions you propose. Get animated on the stage, and use emotional vocal inflections to put some real texture behind your words.
- Use the power of louds & softs: - Speaking in one constant tone will bore your readers. Certainly, some sections of your presentation are more compelling or more important than others. Use the power of louds & softs to accentuate (prominent, noticeable), those differences. Speak softly when you can afford your users to trail off (become less in loudness), & sink back up to a higher volume when you drive home an important point.
- Alternate your pacing: - Similarly, it's a good idea to vary your pacing. Talk fast when it comes to background information that most people already know, or when you recap sections from earlier, then slow way down when it comes time to hammer in an important piece of information.



→ Never Read a slide:- last, but certainly not the least, you should never read from a slide directly during the course of your presentation. Your audience can see the slides for themselves. Reading those slides aloud insults their intelligence & makes your presentation flat-out boring. Say something different and let your slides speak for themselves.

Summary:- Remember the first seconds of your talk matter. You've only half a minute to win the audience's attention. Think carefully which hook to choose and be honest to yourself. Does the story you want to tell have any relevance? Are listeners going to laugh at your joke? Make sure you don't overlook how your audience will react. Involving your audience is essential to make an impact. Your presentation should pull them in, get their attention and stimulate their thoughts & understanding. This can be done in a no. of ways. The way that you plan your presentation will be critical in terms of using language & ideas that your audience will

understand. You must also ensure that there is sufficient time for questions & discussion. The way that you deliver your presentation should create a bond with your audience. Your use of eye contact, body language, spoken words & energy should communicate effectively & enthusiastically with all areas of the room, thus ensuring that the audience receives positive messages about you & your material.

Effective Business Communication Competence.  
Three types of competences, namely linguistic competence, communicative competence & interactional competence, have had significant influence on second language teaching. The theory of linguistic competence was proposed by Noam Chomsky in 1965.

The term linguistic competence refers to the unconscious knowledge of grammar that allows a speaker to use and understand a language. It is also known as grammatical competence or I-language. Linguistic competence is defined as the native speakers' ability to formulate "well-formed sentences".

Communicative Competence is a term coined by Dell Hymes in 1966 in reaction to Noam Chomsky's (1965) notion of linguistic competence. Communicative competence is a term in linguistics which refers to a language user's grammatical knowledge of syntax, morphology, phonology and the like, as well as social knowledge of syntax about how and when to use utterances appropriately. According to Hymes, a language user needs to use the language not only correctly (based on linguistic competence) but also appropriately (based on comm. competence). The main idea was that to speak a language fluently, knowledge of grammar & structure alone was insufficient.

To accomplish their communicative purposes second language speakers must be aware of several other aspects pertaining to appropriacy and formality besides accuracy and the communication strategies that can be used.

Noam Chomsky introduced linguistic competence in 1965 and stated that linguistic theory is concerned with:

- Phonology (study of sounds)
- Lexicon (vocabulary)
- Morphology (study of words and their formation)
- Syntax (grammar to form sentences)

Noam Chomsky separates competence & performance. He says competence involves "knowing" the language and performance involves "doing something" with the language. The difficulty with this construct is that it is very difficult to assess competence without performance. Linguistic competence is the measure of how much someone understands the use and speak of a certain language(s) while communicative competence is the ability of someone to relay the message using a language in <sup>actual</sup> manner. Why is it important to make a distinction b/w competence and performance?

To understand the distinction between competence and performance, it is helpful to think about a time when you've made some sort of error in your speech. For eg, let's say you are a native

speaker of English and utter the following: -  
 We swam in the ocean this weekend. Is  
 this error due to competence or performance?  
 It is most likely that as a native speaker, you  
 are aware of how to conjugate (connect, relate)  
 irregular verbs in the past, but your perform-  
 ance has let you down this time.

To understand communicative competence we need  
 to go back and understand linguistic competence.  
 If you think of traditionally how the language  
 is taught, they're often approached  
 through grammar. Mastery of the language  
 was based on studying sentences and the  
 grammatical ~~errors~~ <sup>rules</sup> of a language, and that  
 aspect of language knowledge is really what  
 linguistic competence refers to. Linguistic  
 competence refers to the ability we use to  
 create accurate sentences in the language.

Bill Hymes expressed his strong disapproval  
 at Chomsky's idea and said that it is not  
 only accurate ability to apply one's grammati-  
 cal knowledge of syntax, morphology,  
 phonology, and the like but also socioling-  
 uistic knowledge about how and when to use  
 utterances appropriately. For eg → Get me a glass  
 of water.

- I can say - please get me a glass of water, or
- I can say - could I have a glass of water?

Our Communicative competence tells us what utterances in the languages are communicatively appropriate. In other words, how do we explain things, how do we describe things, how do we give instructions, make complaints, suggestions and so on. It enables us to use language in ways that are appropriate for the context, for the situation, for the participants and the relationship between them and so on. So, mastery of language means mastering a language in a way that is communicatively appropriate for the circumstances in which we are going to use it.

Hymes was more concerned about the social aspect of the language used. He felt that it is not enough to have linguistic competence for us to use language or to communicate. We've to speak in a socially appropriate manner to communicate well. The notion of communicative competence was expanded by Canale and Swain in 1980. According to them, the communicative competence has the following components or aspects:

- Grammatical Competence
- Sociolinguistic Competence
- Discourse Competence.
- Strategic Competence.

**Grammatical Competence:-** It is what Chomsky calls linguistic competence - knowledge of phonology, lexicon, morphology, and syntax. According to Canale & Swain, it is concerned with the mastery of linguistic code (verbal & non-verbal) which includes the knowledge

of vocabulary as well as the knowledge of morphological, syntactic, semantic, phonetic, and orthographic rules (spelling). Linguistic competence is knowing how to use the grammar, syntax, and vocabulary. Canale & Swain said that these are necessary for communication but also emphasised that even if the learner has this competence, it does not mean that he can communicate well.

For Eg - Hello, I can play with you? (Not correct)  
Can I play with you?

Grammatical competence is the capacity for using proper linguistic forms and structures of language.

→ Sociolinguistic Competence :- The ability to use language appropriately in various social situations is termed as sociolinguistic competence. It is also referred to as pragmatic competence. It is the capacity to adapt your own language to different contexts. While observing pragmatic competence, several parameters are used. The purpose of communication or the function, the role/relationship of the communicators, including hierarchy, the topic being discussed and the situation which includes the location of the communicators are some aspects which need to be considered. The degree of formality/informality of communication also has to be observed. Sociocultural rules pertain to ways of using language appropriately, in a given situation, formal or informal. They

are concerned with register (degree of formality), degree of politeness etc. (courtesy, authority, friendliness, respect).

For eg, Come on, guy! I wanna go to the playground.

This is not the way to talk in the classroom. You need to improve your sociolinguistic competence.

Can I go to the playground, please?

Discourse Competence:- Canale described discourse competence as mastery of rules that determine ways in which forms & meanings are combined to achieve a meaningful unity of spoken or written texts. The unity of text is enabled by cohesion in form & meaning. Following the rules of discourse help in combining language structures to produce unified texts in different modes.

For eg, A political speech, an academic paper, cookery recipe etc. They provide us guidance on the use of cohesion devices and coherence rules which can help in the appropriate combinations of communicating functions to organise the forms and meanings.

Cohesion is achieved by the use of



cohesion devices (pronoun, conjunctions, synonyms, etc.) which help to link individual sentences and utterances to a structural whole. The means for achieving coherence, for instance, repetition, relevance of ideas etc. enable the org. of meaning, i.e. establish a logical relationship b/w group of utterances.

Even if a speech is grammatically correct, the speech as a whole may not make sense if the relation among the sentences is not right.

Foreg, what did you do today at school?  
I played in the background, and I started maths and Mary played with me and the teacher . . . . .

You need to organise your ideas.

Discourse competence is the ~~ability~~ capacity of organising your discourse with coherence.

Strategic Competence - the word strategic comes from strategy. It here means a technique to solve problems in a conversation. In the model of Swain & Canale, strategic competence is defined as verbal and non verbal communication strategies that may be called into action to compensate for a breakdown

in communication due to performance variables or due to insufficient competence. Communication strategies are strategies that two language learners use when they want to express something but do not use the best linguistic resources to express it. These strategies include paraphrase, circumlocation, repetition, reluctance, avoidance of words, modification of messages etc. Second lang. learners face difficulties in expressing themselves due to limited knowledge of language. This problem to a considered extent can be remedied by improving their strategic competence. In other words, strategic competence refers to the ability to get one's meaning across successfully to communicate partners, especially when problems arise in the communication process. It is seen to be a major component of effective communication. Canale pointed out that this competence can also be used to enhance the effectiveness of communication.

For eg, when living in Columbia, a girl wanted to buy some silk ... she went to the local shop and said something like - "It is made by little animals

for their hour, and turned into a material". This girl did not know Spanish words for silk, silkworm cocoon, but explain the concept using the words she knew.

The second type of strategies is called interactional strategies which is used for the negotiation of meaning between speakers, that is to obtain mutual understanding.

For eg,

Repetition requests - pardon, sorry, say it again, please

Clarification what do you mean?

Confirmation Did you say...?

This strategy can be useful specially when a non-native speaker (NNS) doesn't understand a native speaker.

Types of Communicative Strategies :-

- Compensatory strategies
- Avoidance strategies
- Non-verbal strategies
- Replacing verbal output
- Accompanying verbal output
- Circumlocution, Paraphrase, Description
- Semantic avoidance
- Word coverage
- Language switch

- Asking for clarification.
- Approximation.

Compensatory Strategies - they reveal that when communication problems occur, the speakers prefer to get their ideas across by themselves rather than speaking asking for some help from the interlocutors or abandon the conversation.

They usually try to fill the conversation gaps by making an effort to convey the intended message meaningfully, so they take risks to explain, create, or guess the problematic words. A good language learner is willing to take risks. These speakers are willing to take a risk to communicate, using any meaning at their disposal to convey meaning. This often involves the use of circumlocution, paraphrases, gestures, and may sometimes include the creation of new words.

Avoidance Strategies - It has been identified as a communication strategy. Learners of a second language may learn to avoid talking about topics for which they lack the necessary vocabulary or other language skills in the second language. Also, language learners sometimes start

to try to talk about a topic but abandon the effort in mid-utterance after discovering that they lack the language resources needed to complete their message.

Non-verbal strategies - These are also used in the study of to compensate the participants' lexical (word) gap of the target language. The use of non-verbal communication strategies enables learners to convey message which their linguistic resources do not permit them to express successfully. Mime, as a non-verbal strategy, refers to the use of meaningful gestures in communicating the target item.

Circumlocution, Paraphrase, Description. This refers to learners using different words or phrases to convey their intended meaning.

For eg, If learners do not know what the word grandfather, they may paraphrase it by saying my father's father.

Word Coinage - This refers to learners creating new words or phrases for words that they do not know.

For eg, A learner might refer to an art gallery as a "a picture place" or a balloon as an "air ball".

Language switch - learners may insert a word from their first language into a sentence & hope that their interlocutor will understand.

Asking for Clarification - The strategies of asking an interlocutor for the correct word help in a communication strategy.

Approximation - Approximation is using a word which expresses the meaning of the intended lexical term as close as possible.

For eg, a big boat for a ship.

ASSIGNMENT 28:- Argumentation SkillsArgument:-

An argument or a logical argument is a set of ideas that support a point.

For eg- You like Japanese food, so you'll like this Sushi Restaurant. The claim is that because you like Japanese food, you will like sushi restaurant. But is it a good argument? The term argument is used in logic. It is not intended to imply anything like an emotional confrontation when one says that an argument broke out at a bar, or I had just an argument with my parents about my grades or something.

In logic, an argument is a technical term. It does not carry any connotation about conflict or confrontation.

Definition of an Argument has 3 parts.

An argument is →

a set of claims or statements - a set of claims can be true or false.

one of the claims is signed out for.

special attention and is called conclusion. The remaining lines are called the premises. and finally, the premises are interrupted as offering reasons to believe or accept the conclusion.

Argument has two parts -

→ Premises or Reasons

→ Conclusion or Claims.

Your reasons should support a conclusion. There must be a connection between reasons (coherence), and there must be a relationship between reasons & conclusion.

If you understand well what an argument is, you can build strong arguments that support your ideas well when you speak or write. When you listen to or read someone's arguments you can also make sure that strong arguments are well built and convincing.

To build an argument you need statements or claims. One of these claims is a conclusion. Other claims are <sup>premi-</sup>ses. (they provide evidence to support your conclusion).



Example -> Hawaii has hot weather year around and beautiful beaches, so it is the best place for a vacation. There are three claims in this argument. The main point or conclusion is - Hawaii is the best place for a vacation. Two premises support this claim:-  
 First, Hawaii has hot weather year around.  
 Second, Hawaii has beautiful beaches.

Let's see how this argument works. What supports the point that Hawaii is the best place for vacation? One of the premises (used as evidence) is that it is hot there around. Well, if you like hot weather, yes but... if you don't? What if you would like going rather for skiing? The other premise is that Hawaii has beautiful beaches. How do you define beautiful? Why beaches in Hawaii only? Aren't there other places in the world with beautiful beaches? What if you prefer the mount-ains? ... or the cities? All the attempt is not to prove or disprove that Hawaii is a great place for a vacation. The purpose is simply to analyse the argument in this example. Even if you agree that Hawaii is a great vacation spot, you may decide that this argument does not make

a good case for Hawaii. As a critical thinker, you must challenge your assumptions and other people's assumption. Just because something is in writing does not mean it is a fact or the truth. Even if a conclusion is based on facts, it does not mean it is a good conclusion. To build an argument one presents a series of claims that lead to a conclusion. The premises in the argument must support the conclusion in a way that makes sense. Even an argument that appears to make sense may not be strong; it may not be a valid argument.

Example - b) Eckstoun is a great place to live. It has many parks and recreation areas where you can relax and exercise. Its parks have green areas, including trees & wildflowers. The Eckstoun public library was founded in 1841, making it one of the oldest libraries in the area.

In the simple paragraph, the topic is Eckstoun. The point the author wants to make is that Eckstoun is "a great place to live". The author presented 3

premises to support the conclusion. Now looking at each premise closely, the first is that Eckstown has many parks & recreation areas. This is a good evidence. Most people would agree that this makes any town a good place to live in. The next premise is that parks are green & beautiful. This is more information about the parks, what else is there? The final premise is that Eckstown has a old library. That's great..... but conclusion is that it is a great place to live in. Having an old library is interesting but is not quite relevant to the conclusion. That's not very closely related to the claim. It does not provide adequate support. So pretty marks are good evidence, but old library is not so much.

Typically, when you think of a good place to live, you think of safety, good jobs, and schools, shops and restaurants, good transportation and so forth. The author here said nice things about Eckstown, but only relevant piece of information is not quite enough to support the conclusion. A writer often includes a study or statistics or data because they provide strong support to

claim, and readers tend to believe this type of information as critical readers, we know sometimes it only sounds good, but we still need to ask questions to see if any piece of information truly supports the main points regardless of where the information comes from. Even when it appears there is a good information to support a conclusion, you should always evaluate that evidence. Did that present sufficient information? Is all the information good & relevant to the conclusion? Don't let people persuade us to believe something unless they give us very good reasons to do so. Always read and think critically. Always make sure conclusions are logical & accurate and supported by sufficient & relevant information.

①

## HUMOUR

(Mansi Asthana EE-25)

Humour in a presentation is not always a laughing matter. How do you know when it will work - and when it won't?

Humour is a great way to break the ice with your audience, to keep your listeners interested, and to ensure your presentation is memorable, but don't feel like you've to be a comedian. The easiest (and usually best) person to poke fun at is yourself. Share a personal story that will lend itself to the point you're trying to make. Personal

stories are always full of funny details, and when you talk about something that's happened to you, people can relate sometimes that's the whole reason the story is funny. If sharing a story based on your personal experience is going to help make a point in your presentation use it!

- (i) Skillfully used humour can help establish rapport with your audience<sup>(i)</sup> It can ease tension and help in responding to a hostile question<sup>(ii)</sup> It can help underscore a key point on message<sup>(iii)</sup> It can help to keep your audience's attention, increasing interest in what you are saying<sup>(iv)</sup> Information conveyed with humour is more likely to be remembered. But be careful. If you use humour poorly, it can sink your presentation and harm your credibility. Humour is found within the context of a presentation. You need not be a comedian to use humour effectively. You need only a good sense of behaviour. The best humour springs anecdotes from personal experience. As such, they are easy to tell because you've lived the experience. They spring from ordinary, real life experiences that audiences can

easily relate to it.

Make it relevant:- If you're not sure who'll be in the audience, stick to humour that won't isolate or target a segment of the audience, and pick "clean" jokes that don't rely on profanity to make a point. And no matter what, your humor should never be at the expense of others. Use humour that doesn't use the audience as the butt of the joke. Part of planning process is knowing the audience will "get" your humor. Jokes that reference pop culture won't get the same response from a group of seniors as they will from a room full of teenagers. A quip about ledgers and income statements will be lost on people who don't know the first thing about accounting.

Take the demographics and general interests of your audience into consideration. Everyone loves a good laugh - so the more information you have on your listeners, the easier it will be to tickle their funny bones.

→ Make your humour relevant to your

presentation. Use humour to make a point, one that advocates your overall objective.

- Make your humour relevant to your audience as well, that presumes you've done your homework. You know
  - You know the demographics.
  - You know who is in your audience. You know the background, their tastes, etc.
- This becomes more of a challenge when you are dealing with different cultures. Remember:- not all humour is universal.
- What works in one culture may not work in another.

### Things to Avoid-

- Don't start with the joke for the sake of a joke that has nothing to do with anything. You'll appear to be trying too hard, and your joke will seem only as a distraction. People tend to resist when they think you are just trying to make them laugh.
- Avoid offensive humour.
- It should go without saying: never use ethnic, racist, sexist or off colour (ill) humour.
- Avoid sarcasm. People feel uncomfortable with the speaker who demeans others.



- As a rule, just 2-3 instances of humour in a 15-20 minute presentation should be ample.
- Keep your humour short.

### Remember:-

- Ask yourself -
- Will humour help clarify a point?
- Will it help hold your 'listeners' attention?
- What purpose do you've in inserting humour at this particular point in your presentation?
- The humour, in some way, should be related to your talk. There should be a link to what you are speaking about.
- Use humour as long as it is in good taste, relevant to your presentation & your audience, and help to illustrate or convey a key point.
- Remember that you are not a comedian; you are a serious speaker seeking to help the audience remember and pay attention by using humour as a tool.