

BBA N: 202

**BUSINESS
COMMUNICATION**



Syllabus:

Unit I

Meaning and objective of Business Communication, Forms of Communication, Communication model and process, Principles of Effective Communication

Unit II

Corporate Communication:
Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations



Unit III Essential of effective Business letters,
Writing Important Business letters
including correspondence with Bank
and Insurance companies

Unit IV Oral & Non-verbal communication:
Principles of Oral Presentation
Factors affecting Presentation,
Effective Presentation skills,
Conducting Surveys. Body Language,
Para Language, Effective Listening,
Interviewing skill, Writing resume and
Letter or application



Unit V Modern forms of communication,
International communication,
Cultural sensitiveness and cultural
context,
Writing and presenting in international
situations





Nature & Process of Communication

For communication to be effective, there has to be both information & meaning. And meaning requires communication.

Peter F. Drucker



Role of Communication

- Human beings are poor communicators.
- We hardly ever realize where we failed to achieve this objective.
- Failure to communicate can be due to content of message or form of message/ communication or both.
- Failures common in both personal & organizational communication.



Case

- A VP of a co. asked his secretary to call an urgent meeting of all the managers, but was surprised to find that the meeting was fixed for next morning.
- Secretary thought that urgent meant serious and not immediate. Moreover, the VP did not specify the day & time for which meeting was to be fixed.
- Hence failure of communication due to content of message



Purpose of Communication

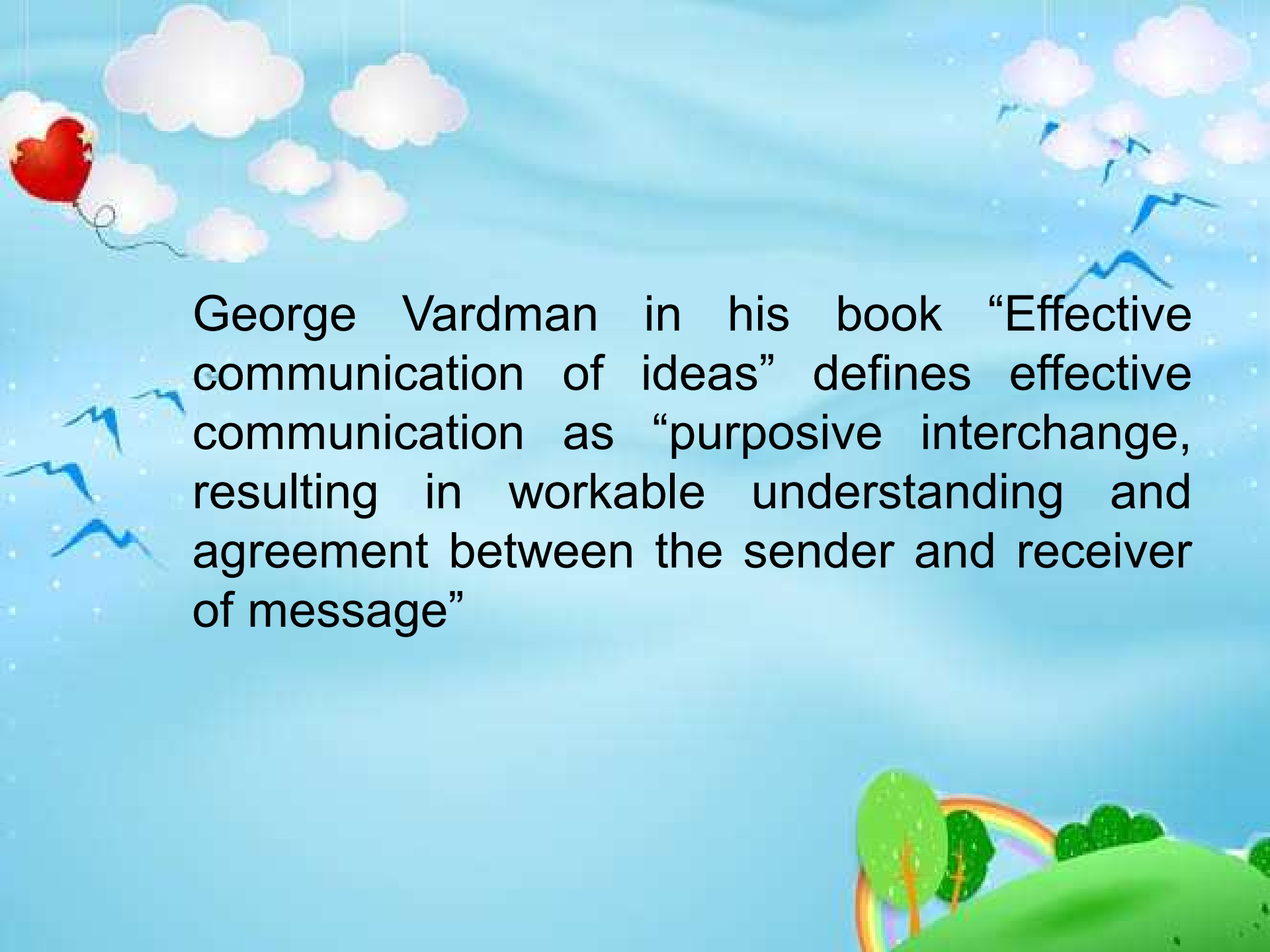
- Communication to inform- Directed by the desire to expose, develop & explain the subject.
- Communication to persuade- Primarily to persuade the reader. Focus is on receiver and not message.



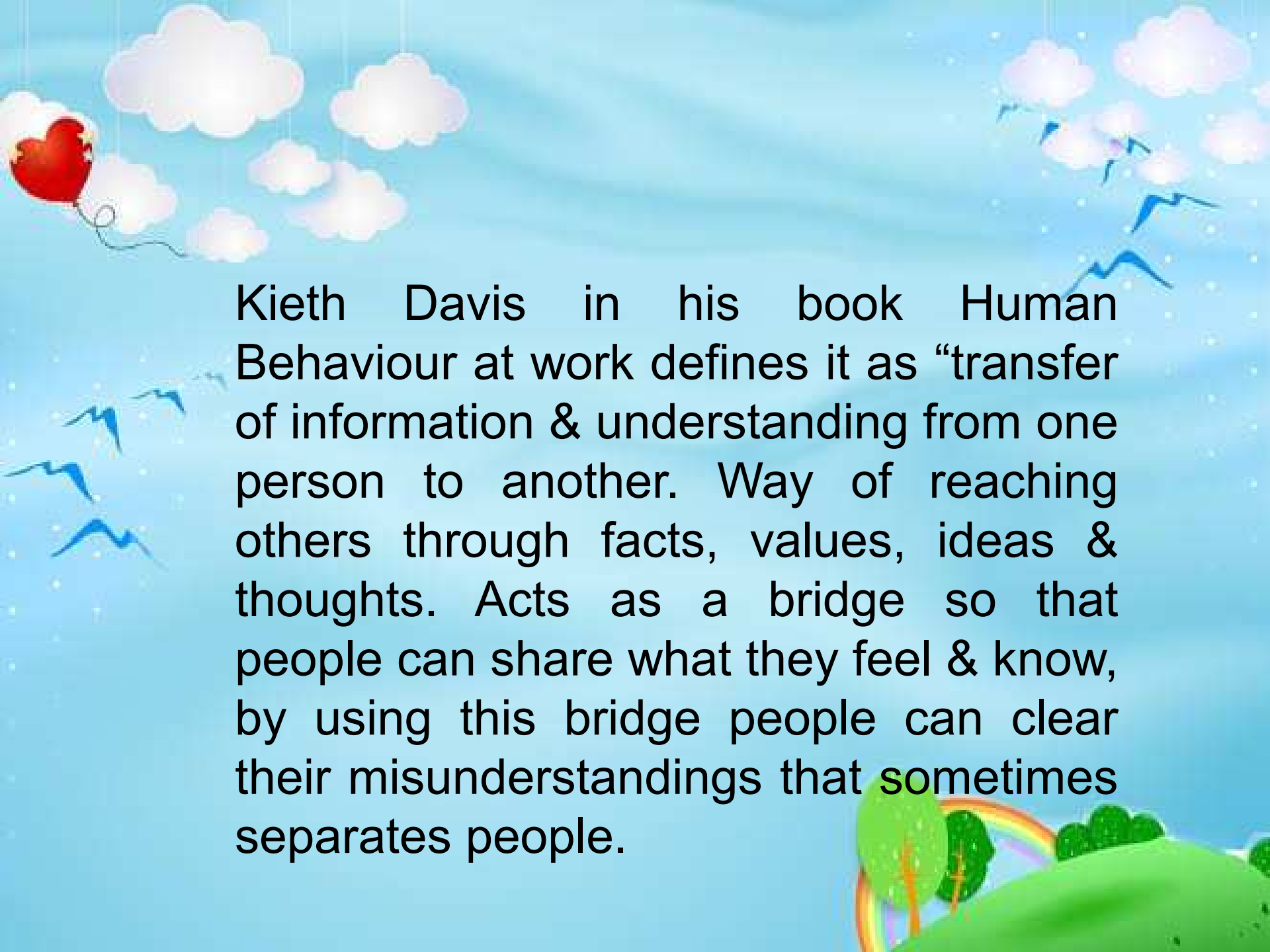
Definition of Communication

Comm. Is derived from the Latin word 'communis' meaning common

It stands for a natural activity of all human beings to convey- opinions, feelings, information and ideas to others through words (written or spoken), body language or signs.



George Vardman in his book “Effective communication of ideas” defines effective communication as “purposive interchange, resulting in workable understanding and agreement between the sender and receiver of message”



Kieth Davis in his book Human Behaviour at work defines it as “transfer of information & understanding from one person to another. Way of reaching others through facts, values, ideas & thoughts. Acts as a bridge so that people can share what they feel & know, by using this bridge people can clear their misunderstandings that sometimes separates people.



Features/Nature of Communication

1. Universal
2. Communication is Unavoidable
3. Continuous Process
4. Two-way traffic
5. Short-lived process
6. Needs proper understanding
7. Leads to achievement of organizational objectives
8. Dispels misunderstanding



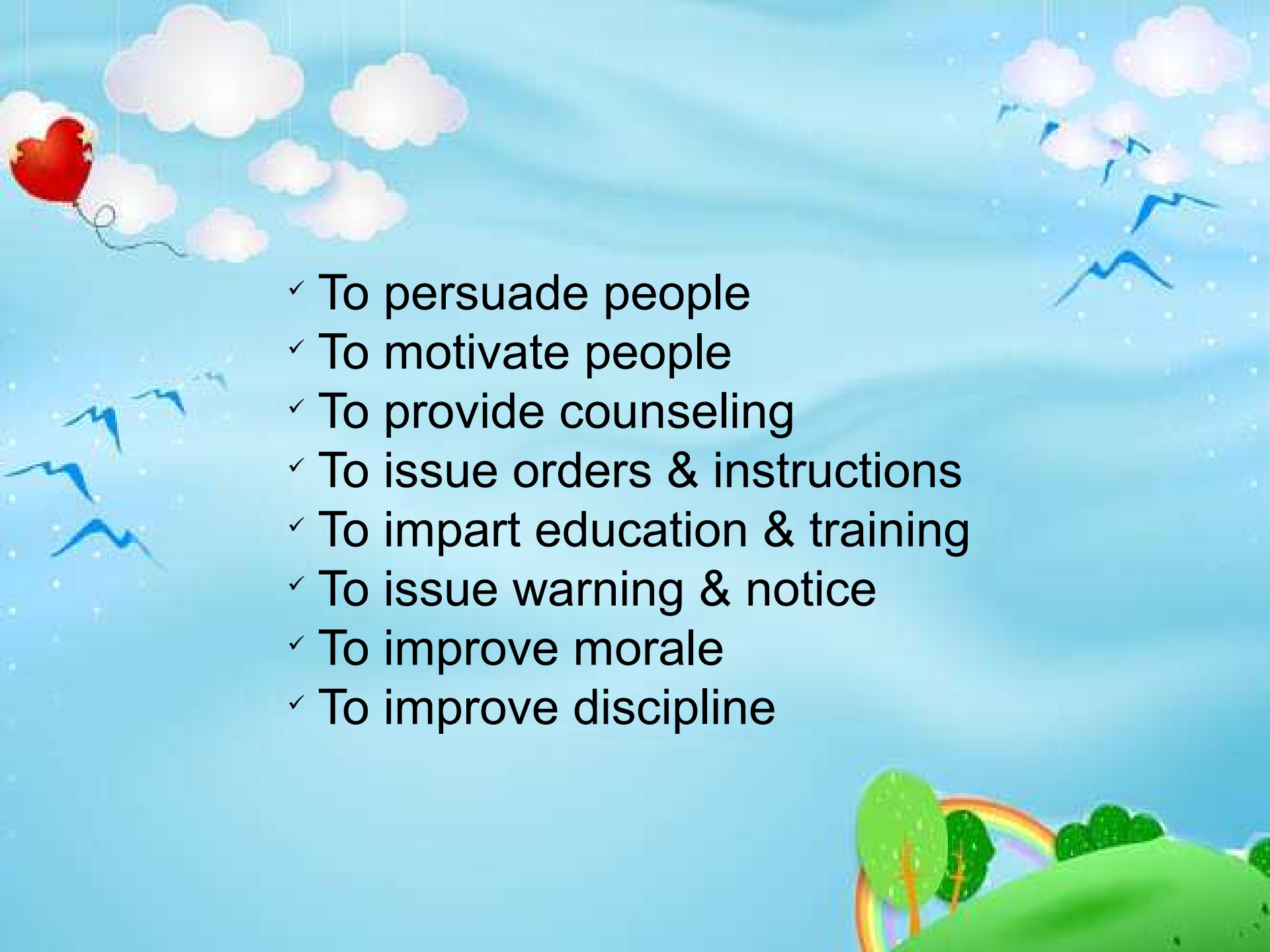
Scope of Communication

- Information sharing
- Feedback
- Influence people
- Facilitating change
- Gate-keeping- Build link with outside world.



Objectives of Communication

- ✓ To give & receive information
- ✓ To convey the right message
- ✓ To coordinate the effort
- ✓ To maintain good industrial relations
- ✓ To develop managerial skills
- ✓ To enhance the effectiveness of policies
- ✓ To provide advice
- ✓ To receive suggestions

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- ✓ To persuade people
 - ✓ To motivate people
 - ✓ To provide counseling
 - ✓ To issue orders & instructions
 - ✓ To impart education & training
 - ✓ To issue warning & notice
 - ✓ To improve morale
 - ✓ To improve discipline



Importance of communication

- Basis of managerial functions
- Efficient functioning
- Stimulates initiative & creativity
- Job satisfaction & good morale
- Building human relations
- Avoid illusion
- Maximum production at minimum cost
- Prompt decision & its implementation
- Contacts with external parties



Role of Communication

General Role

1. Conducive environment
2. Technological progress
3. Economic advancement
4. Global village

For individuals

5. Expression of oneself
6. Satisfaction of human needs
7. Building human relations
8. Career advancement



For Business

1. Managing complexity all round
2. Better understanding & cooperation
3. Big organization management
4. Enhance cohesion in the organization
5. Image of the company improves
6. Profitability increases
7. Employee turnover is less
8. Customer interaction is better
9. Dissemination & collection of information is easier



Types of Communication

- ❖ On the basis of organization structure- Formal & Informal or Grapevine
- ❖ On the basis of direction- Vertical (downward & upward), Horizontal, Diagonal
- ❖ On the basis of way of expression- oral, gesture & written



On the basis of organization structure- Formal & Informal or Grapevine

Formal Communication

Formal communication refers to interchange of information officially. The flow of communication is controlled and is a deliberate effort. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a proper way. This is also known as 'Through Proper Channel Communication.'




Characteristics

(1) Written and Oral:

Formal communication can both be written and oral. Daily works are handled through oral communication, while the policy matters require written communication.

(2) Formal Relations:

This communication is adopted among those employees where formal relations have been established by the organisation. The sender and the receiver have some sort of organisational relations.





(3) Prescribed Path:

The communication has to pass through a definite channel while moving from one person to another. For example, to convey the feelings of a worker to the manager, the foreman's help has to be sought.

(4) Organisational Message:

This channel is concerned with the authorised organisational messages only and the personal messages are out of its jurisdiction.

(5) Deliberate Effort:

This channel of communication is not established automatically but effort has to be made for its creation. It is decided keeping in view the objectives of the organisation.

Advantages

The formal communication has the following advantages:

(1) Maintenance of Authority of the Officers:

Formal communication maintains constant relations among the superiors and the subordinates as a result of whom the dignity of the line superiors is maintained. Consequently, it is convenient to control the subordinates and fix their responsibility which is absolutely needed for effective and successful control.



2) Clear and Effective Communication:

In formal communication, there is a direct contact among the managers and the subordinates. Both understand the capability, habits, feelings, etc. of one another. Managers know as to when and under which conditions their subordinates need information. In this way, this communication is capable of making available timely information. Hence, it is clear and effective.



(3) Orderly Flow of Information:

The information has to pass through a definite route from one person to another. Hence, the flow of information is systematic.

(4) Easy Knowledge of Source of Information:

In this type of communication, the source of each information can be easily located. ordinate may come lose his faith in the effectiveness of communication.




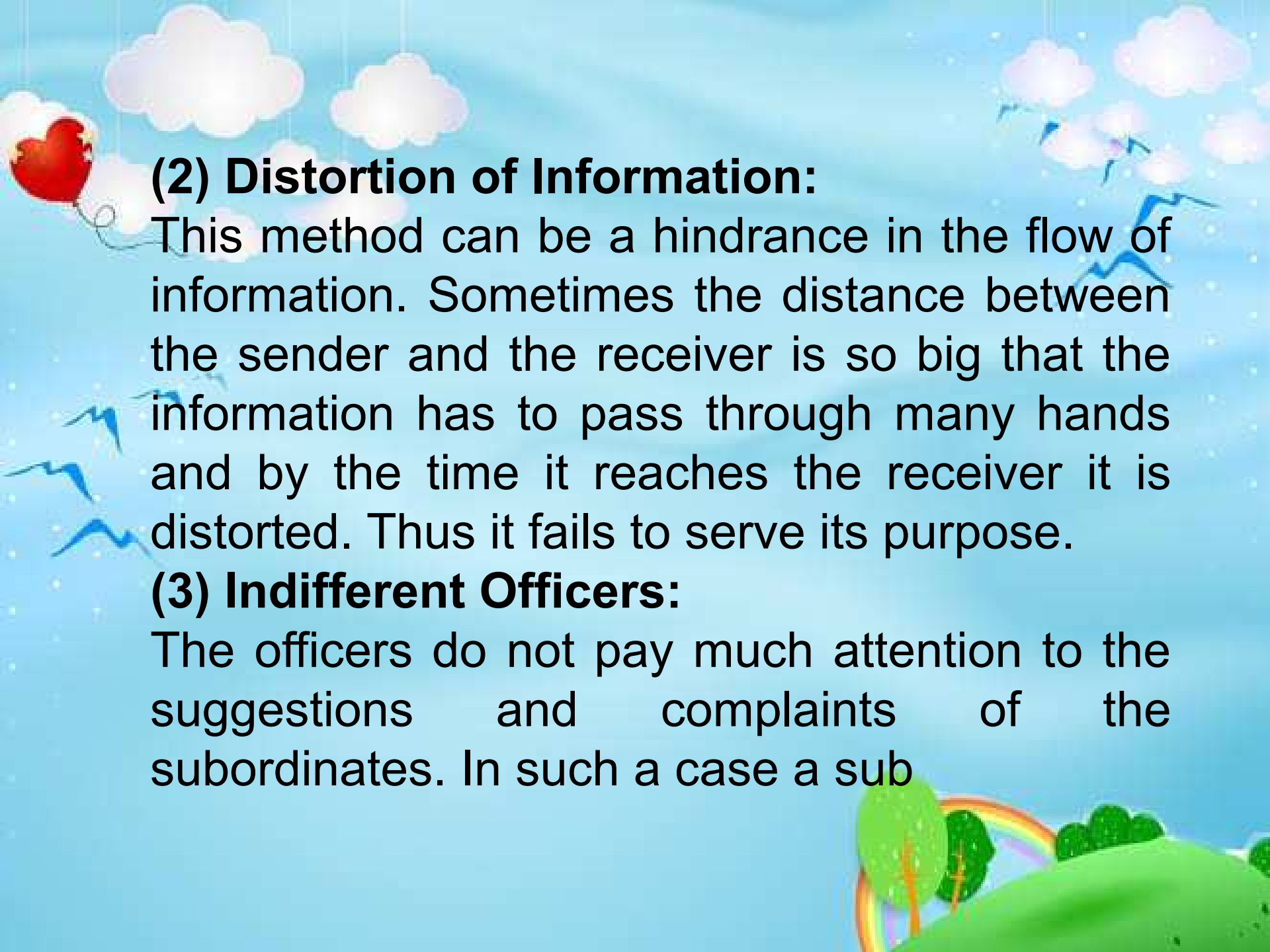
Limitations

Following are the disadvantages or limitations of the formal communication:

(1) Overload of Work:

In a modern business organisation much information, many messages and other things have to be communicated. Under formal communication, they are routed through a definite channel and this consumes much of the time of the superiors and thus some other important works are left unattended.





(2) Distortion of Information:

This method can be a hindrance in the flow of information. Sometimes the distance between the sender and the receiver is so big that the information has to pass through many hands and by the time it reaches the receiver it is distorted. Thus it fails to serve its purpose.


(3) Indifferent Officers:

The officers do not pay much attention to the suggestions and complaints of the subordinates. In such a case a sub

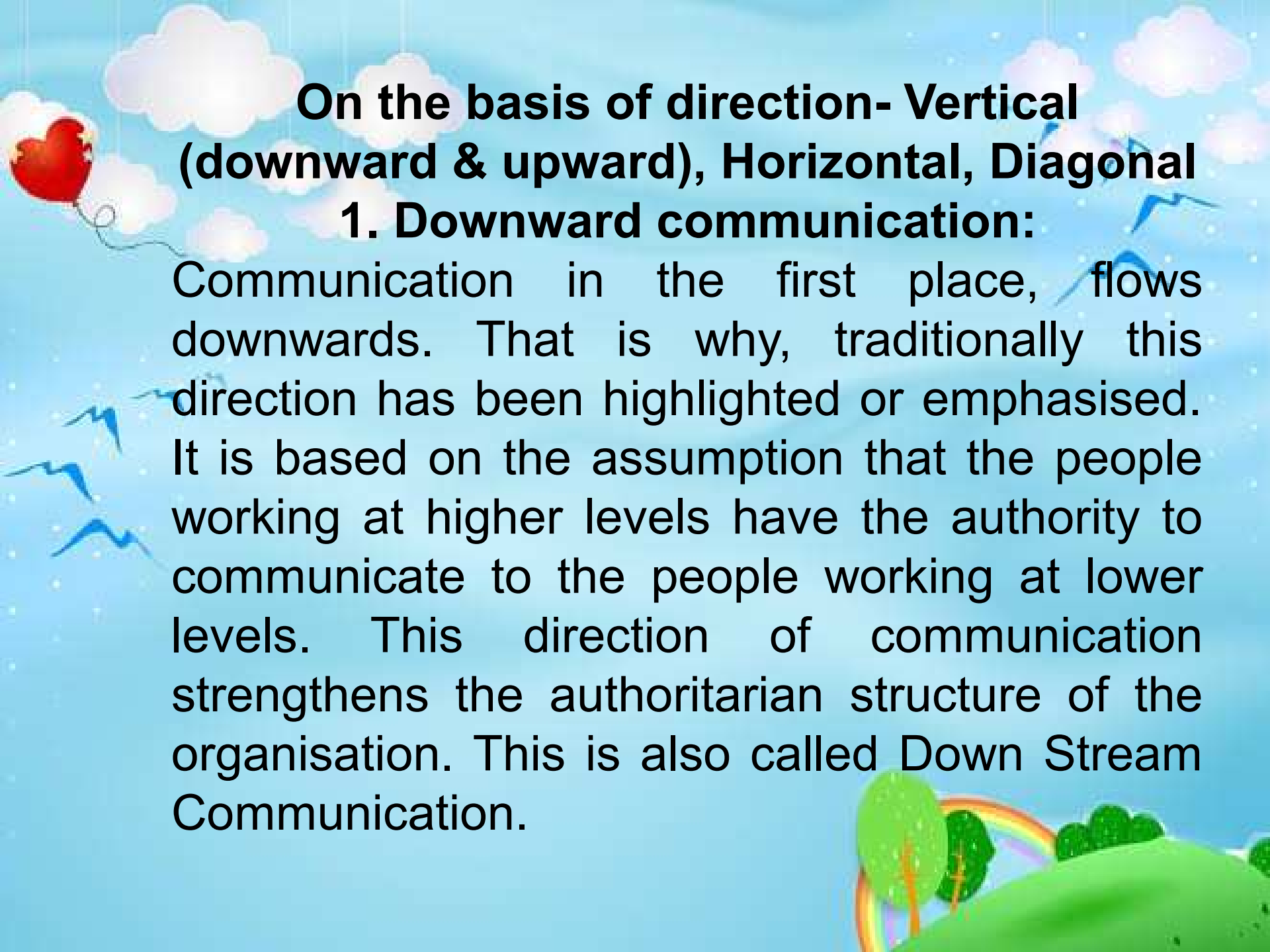


Informal Communication

The Informal Communication is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without conforming the prescribed official rules, processes, system, formalities and chain of command.



The informal communications are based on the personal or informal relations such as friends, peers, family, club members, etc. and thus is free from the organizational conventional rules and other formalities. In the business context, the informal communication is called as a “**grapevine**” as it is difficult to define the beginning and end of the communication.



On the basis of direction- Vertical (downward & upward), Horizontal, Diagonal

1. Downward communication:


Communication in the first place, flows downwards. That is why, traditionally this direction has been highlighted or emphasised. It is based on the assumption that the people working at higher levels have the authority to communicate to the people working at lower levels. This direction of communication strengthens the authoritarian structure of the organisation. This is also called Down Stream Communication.

2. Upward communication:


The function of upward communication is to send information, suggestions, complaints and grievances of the lower level workers to the managers above. It is, therefore, more participative in nature. It was not encouraged in the past, but modern managers encourage upward communication. This is a direct result of increasing democratisation. This is also called Up Stream Communication.

3. Lateral or horizontal communication:

This type of communication can be seen taking place between persons operating at the same level or working under the same executive. Functional managers operating at the same level, in different departments, through their communication, present a good example of lateral communication. The main use of this dimension of communication is to maintain coordination and review activities assigned to various subordinates.

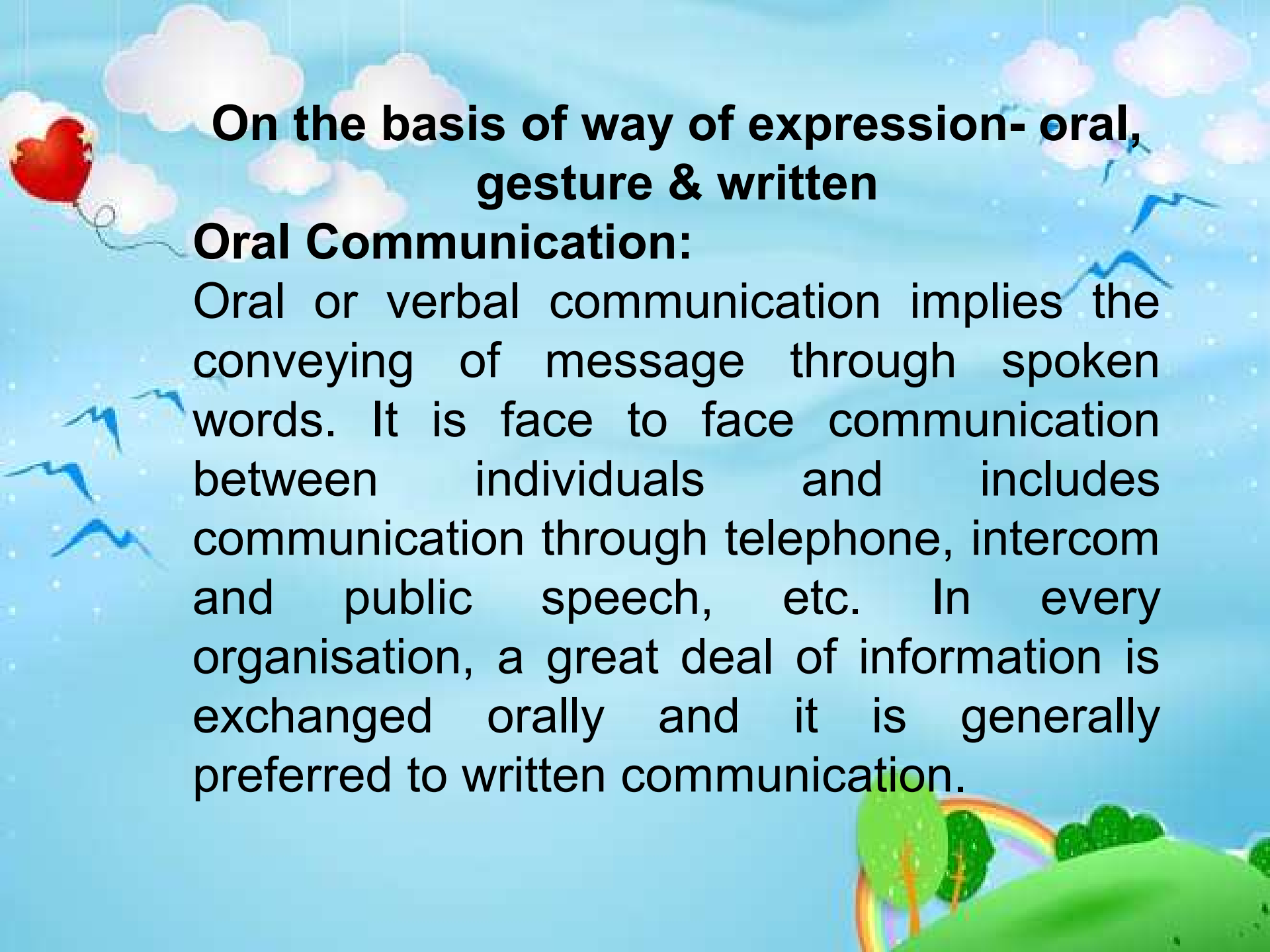


Occasions for lateral communication arise during committee meetings or conferences in which all members of the group, mostly peers or equals, interact. The best example of lateral communication can be seen in the interaction between production and marketing departments.



4. Diagonal or crosswise communication:

Diagonal or crosswise communication takes place when people working at the same level interact with those working at a higher or lower-level of organisational hierarchy and across the boundaries of their reporting relationships.



**On the basis of way of expression- oral,
gesture & written**

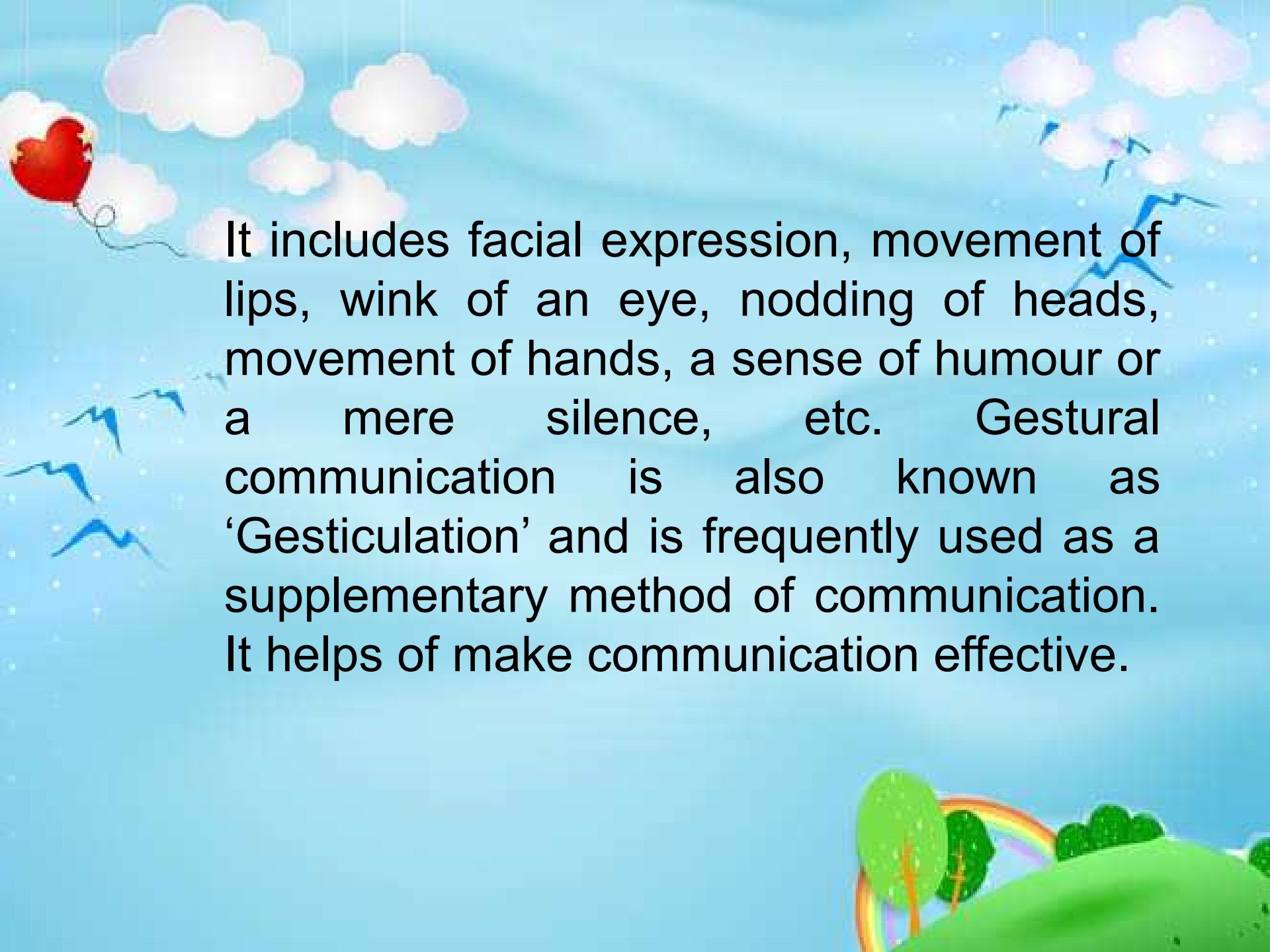
Oral Communication:

Oral or verbal communication implies the conveying of message through spoken words. It is face to face communication between individuals and includes communication through telephone, intercom and public speech, etc. In every organisation, a great deal of information is exchanged orally and it is generally preferred to written communication.



Gestural or Non-Verbal Communication:

Communication does not mean merely written or oral messages. It includes everything that may be used to convey meanings from one person to another, e.g., movement of lips or the wink of an eye or the wave of hands may convey more meaning than written or oral words. Expression through body parts is known as gestural or non-verbal communication.

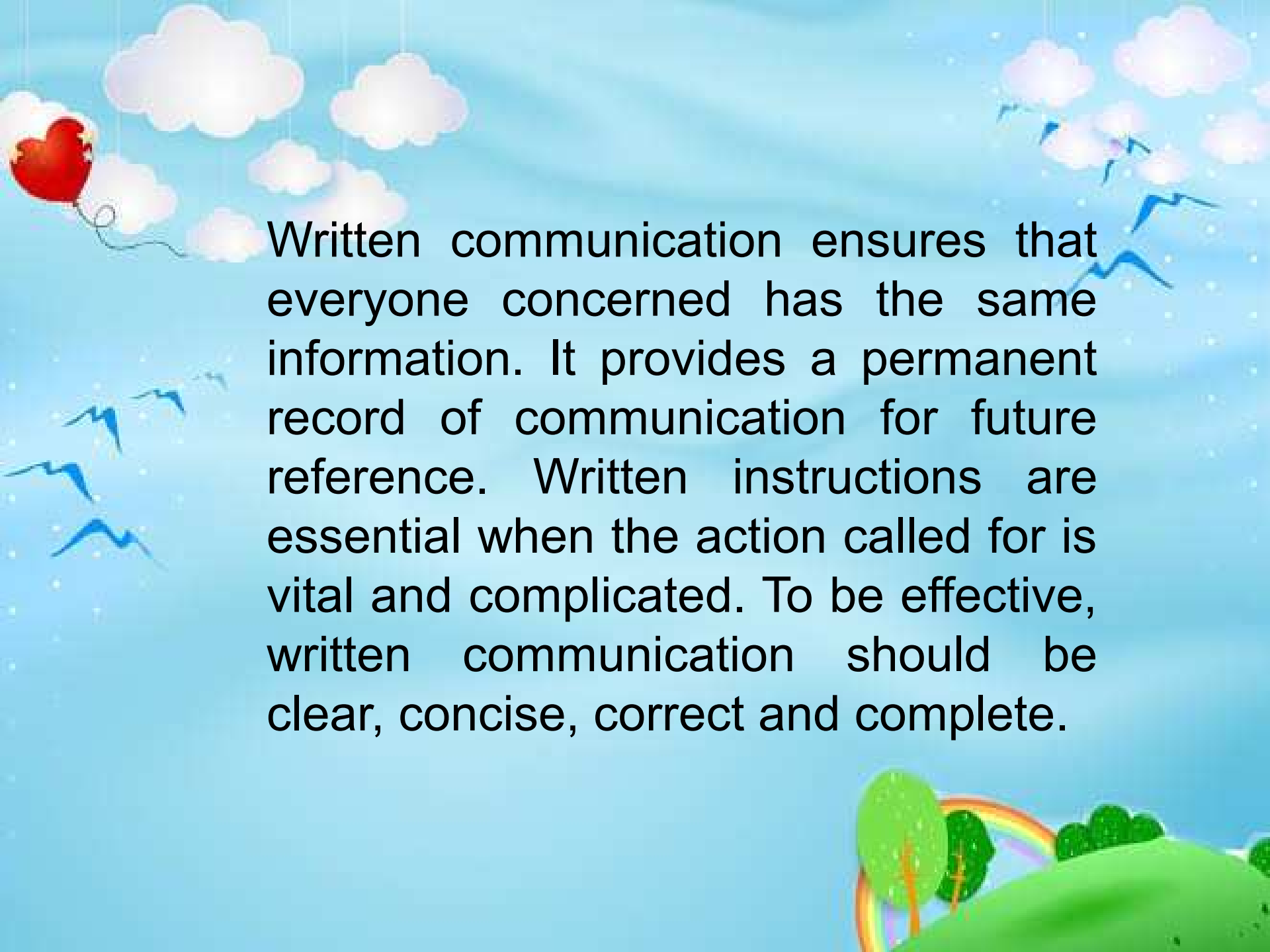


It includes facial expression, movement of lips, wink of an eye, nodding of heads, movement of hands, a sense of humour or a mere silence, etc. Gestural communication is also known as 'Gesticulation' and is frequently used as a supplementary method of communication. It helps of make communication effective.



Written communication:

Communication through words may be in the writing or oral. Written communication implies transmission of message in black and white. It includes diagrams, pictures, graphs, etc. Reports, policies rules, procedures, orders, instructions, agreements, etc. have to be transmitted in writing for efficient running of the organisation.



Written communication ensures that everyone concerned has the same information. It provides a permanent record of communication for future reference. Written instructions are essential when the action called for is vital and complicated. To be effective, written communication should be clear, concise, correct and complete.

Classification of Communication

According to the no. of persons (receivers):

1. Intrapersonal Communication- talking to oneself
2. Interpersonal Communication- b/w 2 persons
3. Group Communication- small or large groups like club, classroom, etc.
4. Mass Communication- large group. Of people through newspaper, radio, TV, etc.



II. On the basis of the medium employed:

1. **Verbal Communication**- with words, written or spoken. Consists of speaking, listening, writing, reading & thinking.
2. **Non-verbal Communication**- use of pictures, signs, gestures, facial expression.
3. **Meta – Communication**- where speakers choice of words unintentionally communicates something more than what the actual words state. Ex. I've never seen you so smartly dressed.

PROCESS OF COMMUNICATION

Communication Process Model

Communication process model breaks down communication into parts

Receiver/ Sender, Sender/ Receiver,
Message, Feedback, Encodes,
Decodes, Encodes, Decodes



Models of communication:

1. THE LINEAR CONCEPT: Communication was considered a one-way process marked by the flow of information from a sender to the receiver. It involved 5 basic question:

Who?

Says what?

On which channel?

To whom?

With what effect?



Sender → Message → Media → Message → Receiver → Action

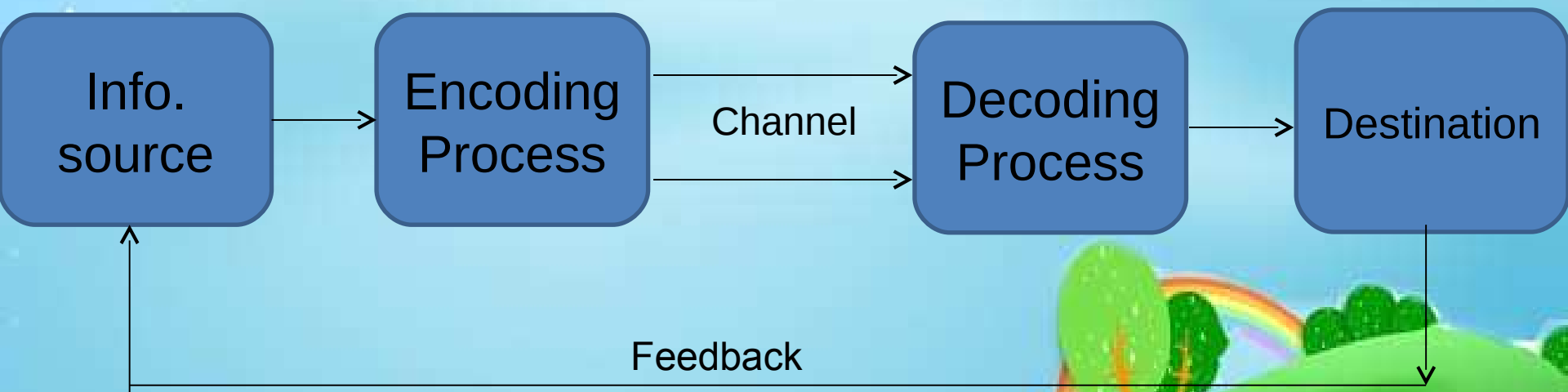
It was assumed that no distortion or change takes place in the message.

2. Shannon Weaver Model

Were the first to point change or blockage of message.

Weaver introduced feedback as a corrective action against noise.

Basis of model is message should be received unchanged.





3. Danne's Model

This model was formulated by a Scientist Danne in 1967. According to him communication process revolves in the form of a circle having no starting or end points.



4. Thill and Boven Model

This model states that communication process starts from the generation of idea and upto reaction. When an idea emerges in the mind of somebody, it changes into message. Then it is sent to the receiver, who analyse it and sends his reaction to sender in the form of feedback.

5. Aristotle's Model

The first step toward a development of a communication model had been taken by Aristotle. He developed an easy, simple and elementary model of communication process which is based on the following three basic elements:

(a) The speaker (b) The speech (c) The audience
(the person addressed)

Speaker ——— Speech — Audience

According to this model "The person addressed" is most important in shaping the message.

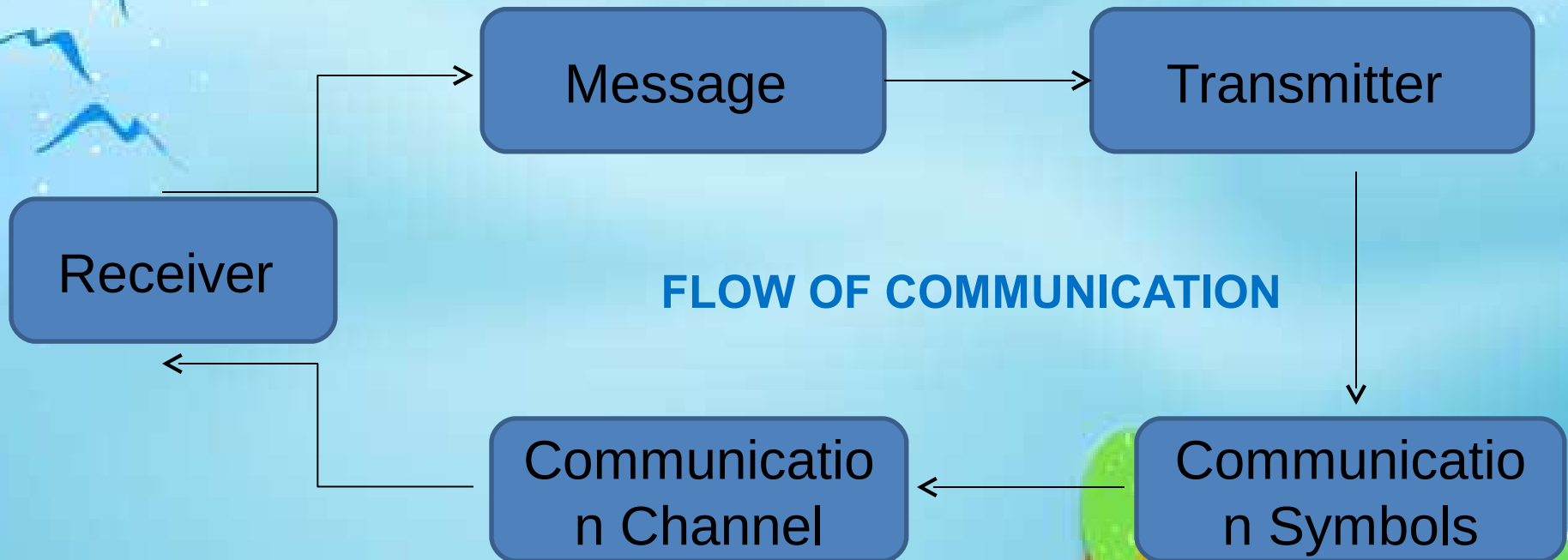


How Communication takes place?

- Source creates message
- Selects channel
- Sends message
- Receiver gets message
- Filters- experience, knowledge & feelings
- Interprets message
- Gives feedback

TWO-WAY COMMUNICATION PROCESS/ TRANSACTIONAL COMMUNICATION:

It is a more contemporary approach. It considers communication to be a reciprocal process and a mutual exchange of messages.






Elements of Communication:

- Message
- Sender
- Encoding
- Channel
- Receiver
- Decoding
- Action
- Feedback

MAJOR DIFFICULTIES IN COMMUNICATION

- ✓ Ensuring that the received meaning affects receiver's behaviour in the desired way
- ✓ Achieving accuracy in communicating the message
- ✓ Ensuring that the message conveys the desired meaning



COMMON PROBLEMS IN TWO-WAY COMMUNICATION

- No perceived benefit to the audience
- Noise, outside disturbance- it becomes hard to hold attention
- Variations in listening skills
- Cultural differences
- Complexity of subject matter/message
- Time restraints- real or perceived
- Personal biases, hostility or both
- Responding to difficult questions
- Side stepping sensitive issues.



BARRIERS TO COMMUNICATION

In communication, as a psycho-semantic process, the word barrier implies, mainly something non-physical that keeps people apart or prevents activity, movement & so on. These negative forces may affect the effectiveness of communication by acting upon the communication process/channel.

The Common Barriers Are:

Noise

Lack of planning

Wrong/ unclarified assumptions

Semantic problems

Cultural Barriers

Socio-psychological barriers

Emotions

Selective perception

Filtering

Loss of transmission

Poor retention

Poor listening

Goal conflict

Offensive style

Time & distance

Abstracting-meaning isn't perfectly clear, and you have to interpret it

Slanting-judgemental/biased

Inferring -

Broadly Speaking These Can Be Divided As

SENDER







- Lack of planning
- Vagueness about purpose
- Objectives to be achieved
- Choice of wrong language
- Unshared & unclarified assumptions
- Different perception of reality
- Wrong choice of channel

RECEIVER

- Poor listening
- Inattention
- Mistrust
- Lack of interest
- Premature evaluation
- Semantic difficulties
- Bias
- Different perception of reality
- Lack of trust
- Attitudinal clash
- Not in a physical state



1. SEMANTIC BARRIERS

- ❖  **Badly Expressed Message:**
- ❖  **Symbols with Different Meanings**
- ❖  **Faulty Translations**
- ❖  **Unclarified Assumptions**
- ❖  **Technical Jargon**
- ❖  **Body Language and Gesture Decoding**

Wrong & unclarified assumptions

All communication from one person to another are made under some assumptions which are never communicated to the person about whom they are made. For example, we often assume that others-

See the situation as we do

Should feel about the situation as we do

Think about the matter as we do

Understand the message as we understand it

Such assumptions may be in-correct, therefore one should try to verify them.



2. PSYCHOLOGICAL BARRIERS:

- **Premature evaluation**
- **Lack of attention**
- **Loss by transmission and poor retention**
- **Distrust**



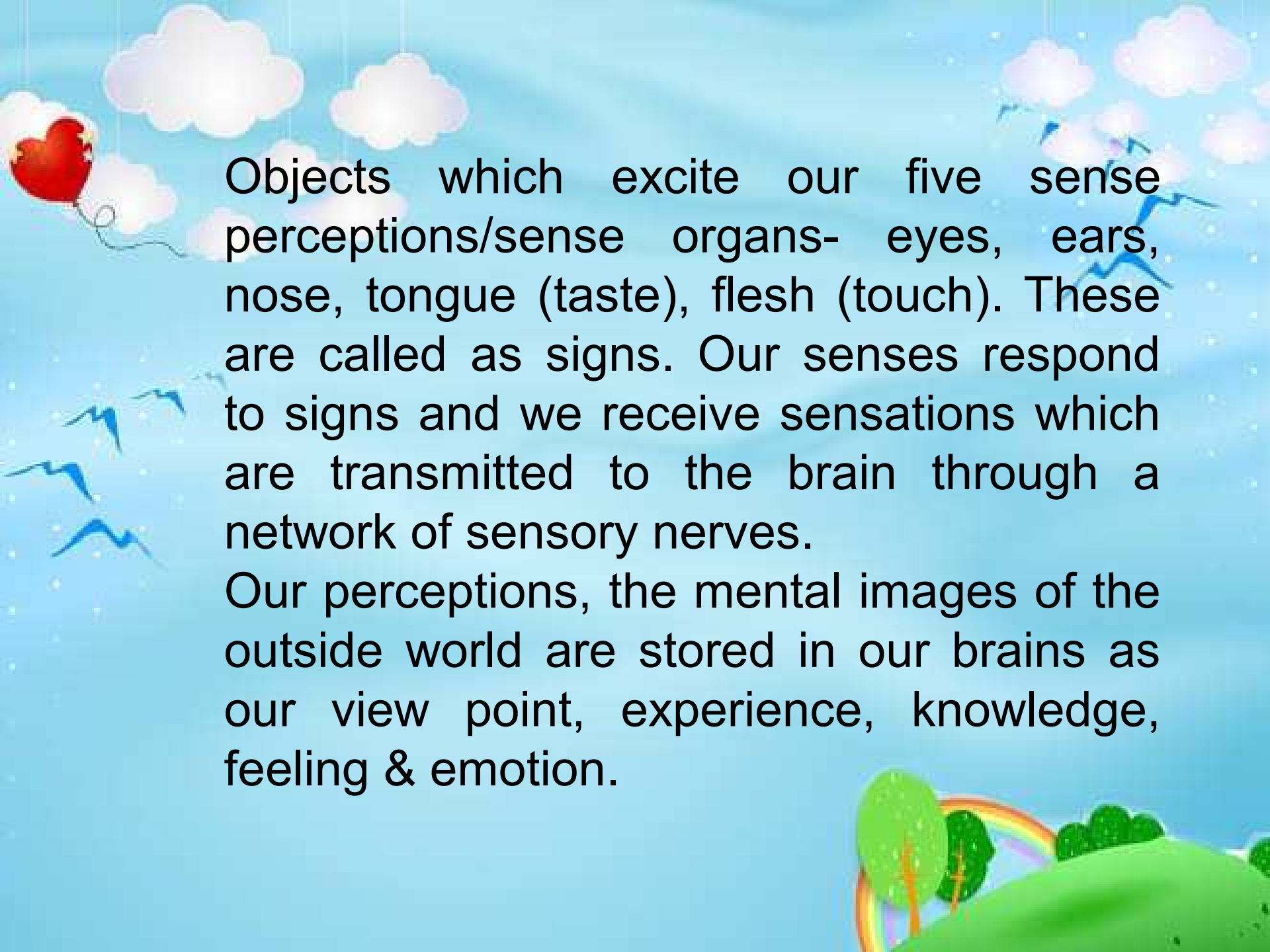
3. ORGANIZATIONAL BARRIERS:

- **Organisational Policy**
- **Rules and Regulations**
- **Status**
- **Complexity in Organization Structure**
- **Organizational Facilities**

SOCIO-PSYCHOLOGICAL BARRIERS


Status- superior-subordinate relationship/ downward communication. Superior would seldom accept if they were wrong.

Perception & reality- communication takes place in the world of reality surrounding us & world acts as our sensory environment. Our sense organs register different sensations of smell, taste, sound, forms & colours, feeling. There are 2 aspects of perception- actual & mental representation.



Objects which excite our five sense perceptions/sense organs- eyes, ears, nose, tongue (taste), flesh (touch). These are called as signs. Our senses respond to signs and we receive sensations which are transmitted to the brain through a network of sensory nerves.

Our perceptions, the mental images of the outside world are stored in our brains as our view point, experience, knowledge, feeling & emotion.




Mind filters the message received through the stored perceptions, colour & modify whatever our brain receives from any signs or set of signs, fresh data, thoughts or messages. These conditioning perceptions existing in the brain are called as Filters.



PREVENTING MISCOMMUNICATION-

- Do not go by assumptions
- There is no end to assumptions
- Talking is the best possible medium
- Create a positive environment
- Respect diversity
- Hone your communication skills





STRATEGIES FOR IMPROVING COMMUNICATION

- Follow a participative approach
- Form multiple channels & ensure their effective use
- Encourage the practices of communication

CONDITIONS FOR SUCCESSFUL COMMUNICATION

- Communication basically is sharing information with others in an intelligible, participative form through the medium of words- spoken or written, body gestures or other symbolic signs.
- Message should be known & understood by others.

- 
- Communication is a symbolic act, verbal or non-verbal
 - Communication is influenced by purpose & nature
 - The fact that the message has been understood is established by the response of the receiver i.e, the feedback which leads to effective communication




Rule of Five- 5 receiver steps in the process of communication given by Keith Davis

- Receive
- Understand
- Accept
- Use
- Give a feedback

Communication is successful when-

- Message is properly understood
- Purpose of sender is fulfilled
- Sender & receiver remain linked through feedback

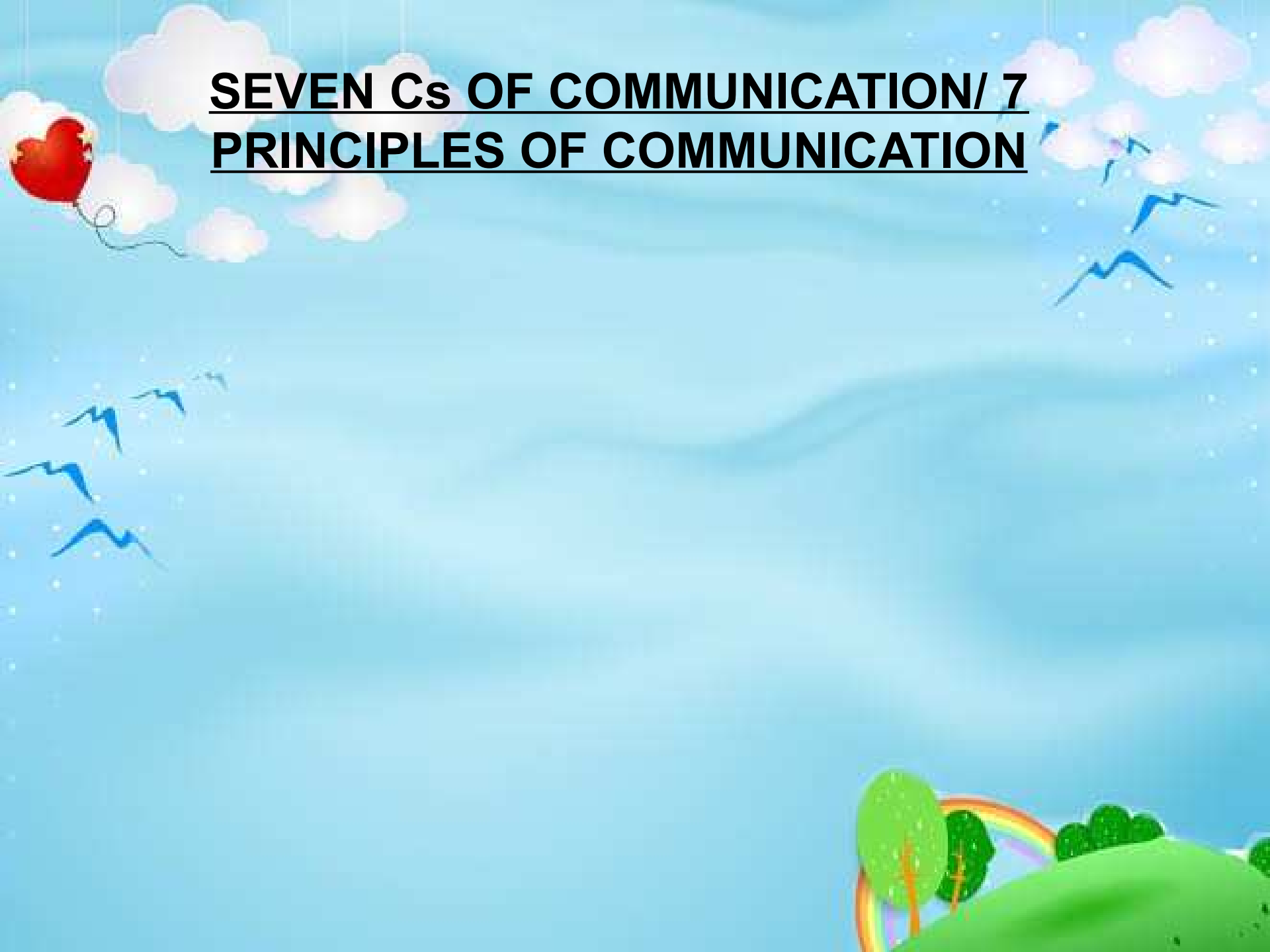




GUIDELINES FOR EFFECTIVE COMMUNICATION

- 1. Clarity**
- 2. Completeness**
- 3. Conciseness**
- 4. Consideration**
- 5. Correctness**
- 6. Courtesy**
- 7. Attentiveness**
- 8. Objectivity**
- 9. Use grapevine strategically**
- 10. Feedback**
- 11. Careful use of body language**

SEVEN Cs OF COMMUNICATION/ 7 PRINCIPLES OF COMMUNICATION



THE 4 S OF COMMUNICATION

SINCERITY- It shows in the tone and the language that we write.

SHORTNESS- the ability of the sender to draft his message in a crisp & simple style. Long sentences & paragraphs make reading difficult.

SIMPLICITY- Make message as simple as possible. To be able to understand & explain complex issues in a simple way.

STRENGTH- Strength comes from the fact that it conveys the meaning intended and doesn't distract from the theme.

UNIVERSAL ELEMENTS IN COMMUNICATION

- Sensory environment, symbols/signs, to encode & decode, use of filters.
- Perfect communication is impossible
- Symbols used may not be precise
- Sequencing may change the meaning
- Communication is a projection of myself-how I think, feel, believe, perceive and respond to reality.
- Communication is a mental representation of reality.

UNIT – IV





Oral & Non-Verbal communication:

- **Principles of Oral Presentation**
- **Factors affecting Presentation**
- **Effective Presentation skills**
- **Conducting Surveys**
- **Body Language**
- **Para Language**
- **Effective Listening**
- **Interviewing skill**
- **Writing resume**
- **Letter or application**



ORAL COMMUNICATION

- Oral communication is the interchange of verbal messages between sender and receiver.
- It is the effective integration, composition & presentation of information, ideas & values to a specific audience.

A decorative header with a light blue background featuring a repeating leaf pattern. On the left, there is a stack of four books in red, yellow, white, and green. A green apple with a leaf sits on top of the red book. To the right of the books is a pink candy. Further right is a yellow pencil with a red eraser and a sharp lead tip. The title 'TYPES OF ORAL COMMUNICATION' is written in bold black capital letters across the top of a white rectangular area with a dashed border.

TYPES OF ORAL COMMUNICATION

- Face to face meetings
- Speeches
- Telephonic calls
- Tele/video conference

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ADVANTAGES OF ORAL COMMUNICATION

- There is high level of understanding and transparency as it is interpersonal.
- There is no element of rigidity.
- There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous thus, decisions can be made quickly without any delay.
- Not only is time saving, but it also saves upon money and efforts.

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ADVANTAGES OF ORAL COMMUNICATION

- The conflicts, disputes and many issues/differences can be put to an end by talking them over.
- It is an essential for teamwork and group energy.
- Promotes a receptive and encouraging morale among organizational employees.
- It can be best used to transfer private and confidential information/matter.



DISADVANTAGES OF ORAL COMMUNICATION



- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.



DISADVANTAGES OF ORAL COMMUNICATION



- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/audience.
- Oral communication (such as speeches) is not frequently used as legal records except in investigation work.



PRINCIPLES OF ORAL PRESENTATION



- **Well-Planned**

Before presenting something, there should be proper planning regarding the audience, topics to be delivered, timing and other factors: So, a person must be well-prepared to deliver his speech.

- **Clear pronunciation**

To make oral messages meaningful to receivers, words should be clearly and correctly pronounced. There should not be any lack of clarity, otherwise, the communication would be a confusing one.



PRINCIPLES OF ORAL PRESENTATION



- **Brevity**

Effective oral communication desires that a message should be brief. If the sender takes a long time then the attention of the receiver gets affected.

- **Precision**

Precision is needed to make oral communication effective. There should not be any confusing words rather message to be delivered should be specific so that there is no misunderstanding.



PRINCIPLES OF ORAL PRESENTATION



- **Natural Voice**

Any sort of unnatural voice may distort the message. Natural voice can do a lot to make oral communication effective.

- **Logical Sequence**

Ideas should be organized in a sequential way to make the message communicative and attractive. Unorganized ideas do not provide clear sense while a logical sequence of ideas gives clear sense.



PRINCIPLES OF ORAL PRESENTATION



- **Suitable Words**

A speaker should use the common, simple and familiar words so that receiver can react to the message without any problem.

- **Courteous**

Courtesy costs nothing but can earn many things. So, a speaker should be courteous while addressing listeners. It helps create a good impression in the mind of listeners regarding the speaker.



PRINCIPLES OF ORAL PRESENTATION



- **Attractive Presentation**

It is another principle to make oral communication effective. A speaker should deliver his speech in a very nice and sweet language so that receiver is attracted to take part in the communication.

- **Avoiding Emotions**

Speaker must control his emotions to make oral communication effective. Too much emotion will take the speaker away from the main subject.



PRINCIPLES OF ORAL PRESENTATION



- **Emphasis**

The speaker must be knowledgeable regarding the portion of the speech where he should give emphasis. Giving emphasis on respective points will help draw the attention of the audience.

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FACTORS AFFECTING PRESENTATION

1) Audience Analysis: If the speaker has analyzed the audience in a proper way before presentation, his presentation will be more effective. On the other hand, poor or improper audience analysis leads to ineffective presentation. The style of the presentation is largely dependent upon the type and size of the audience. If audience is large, presentation should be more formal whereas informal presentation can work in small audience.



FACTORS AFFECTING PRESENTATION

2) Communication Environment: Communication environment affects the effectiveness of the presentations. Much of the audience notices the physical things surrounding the speaker, the stage, lighting arrangement, background, etc. Proper arrangement of these things can enhance the impact of the presentation. If there is noise in the surrounding environment, it detracts the audience from listening and consequently leaves unhealthy messages.

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FACTORS AFFECTING PRESENTATION

3) Personal Appearance: Personal appearance of the speaker has great impact on the audience. Well dressed up person can deliver good presentation. Therefore, the speaker should wear neat and clean clothes and take time to check his appearance just before starting presentation.

A decorative header with a light blue background featuring a repeating pattern of stylized leaves. On the left, there is a stack of four books in red, yellow, green, and white. A green apple sits on top of the red book. To the right of the books is a pink candy. Further right is a yellow pencil with a red eraser and a sharpened lead tip. The title 'FACTORS AFFECTING PRESENTATION' is written in bold black capital letters across the center of the header.

FACTORS AFFECTING PRESENTATION

4) **Use of Visuals:** Visuals can enhance the professional image of the presentation. Different research studies demonstrate that presenters using latest visual techniques are perceived as better prepared, more persuasive, more credible and more interesting than speakers who do not use visuals. But visuals work only if the technology on which they depend works well. Therefore, presenter should check the equipment in advance before presenting.

A decorative header featuring a stack of three books (red, yellow, and green) with a green apple on top. To the right of the books is a pink candy and a yellow pencil with a red eraser. The background is a light blue patterned border.

FACTORS AFFECTING PRESENTATION

5) Opening and Closing of Presentation: The beginning and closing of a presentation are the positions of emphasis. Those presenters who can open the presentation with interesting remarks which are likely to create more interest and enthusiasm for listening the presentation. On the other hand, presenters with poor opening are likely to leave the audience bored. Similarly, the ending of the presentation has profound impact on the audience. Endings, with vivid and positive pictures are more likely to have profound impact on the audience.

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FACTORS AFFECTING PRESENTATION

6) Organization of Presentation: Clarity in presentation is essential that comes with proper organization of the information. Organizing the information in a proper manner can make the message more understandable, keep the audience happy and boost the image of the speaker. Proper organization of presentation enhances the effectiveness of the presentation.

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FACTORS AFFECTING PRESENTATION

On the other hand, improper organization of the presentation will not influence the audience. Improper organization of presentation is reflected as follows:

- i) Taking a long time to get to the point.
- ii) Inclusion of irrelevant material.
- iii) Leaving out necessary information.
- iv) Mixing up of ideas.



FACTORS AFFECTING PRESENTATION

Presentation can be organized in one of the five standard patterns:

- i) **Chronological:** It starts with past, moves to the present and ends by looking ahead.
- ii) **Problem-Causes-Solution:** It explains the symptoms of the problem, identifies its causes and suggests the remedial measures.
- iii) **Excluding Alternatives:** It shows the symptoms of the problem, suggests possible solutions, explains the reasons why these don't work and ends the discussion with a solution that will work.
- iv) **Pros-Cons:** It explains the advantages and disadvantages of problem(s)

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FACTORS AFFECTING PRESENTATION

7) Language and Words: The quality of presentation is affected by the language and words. To make the audience understand the message, the speaker has to talk in the language known to the audience. To enhance the impact of presentation, he should choose the catchy words that appeal to the heart and emotions of the audience. If the language spoken by presentator is different from audience's language, and words used are stereotyped, it is likely to have least impact on the audience.

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FACTORS AFFECTING PRESENTATION

8) **Quality of Voice:** Quality of voice of the presenter affects the effectiveness of the presentation. Voice modulation is likely to have greater impact upon the audience whereas monotonous voice will bore the audience.

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FACTORS AFFECTING PRESENTATION

9) **Body Language:** The effectiveness of the presentation is also affected by the body language of the speaker. A speaker having eye contact with audience is likely to impress more than a speaker reading out the hand outs. A speaker who looked more at the audience is judged as better informed, more experienced, more honest and friendliest than a speaker who delivers the speech with less eye contact. With eye contact members of audience feel that speaker is talking to them.



Similarly, confidently moving speakers are likely to have more impact than nervous speakers. To calm one's nervousness, one should be well-prepared, take several deep breaths, relax one's muscles, pause and look at the audience and use body energy in strong gestures and movement.

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FACTORS AFFECTING PRESENTATION

10) Answering Questions: The effectiveness of presentation is also affected by presenter's skill in handling questions asked at the end of presentation. A speaker who answers the audience's questions and handles hostile questions with tact is likely to influence the audience more. On the other hand, a speaker who answers rudely will leave negative impact upon the audience.



EFFECTIVE PRESENTATION SKILLS



1. Show your Passion and Connect with your Audience
2. Focus on your Audience's Needs
3. Keep it Simple: Concentrate on your Core Message
4. Smile and Make Eye Contact with your Audience
5. Start Strongly



EFFECTIVE PRESENTATION SKILLS



6. Remember the 10-20-30 Rule for Slideshows

Contain no more than 10 slides;

Last no more than 20 minutes; and

Use a font size of no less than 30 point.

7. Tell Stories

8. Use your Voice Effectively

9. Use proper Body Language

A decorative header with a light blue background featuring a repeating pattern of stylized leaves. On the left, there is a stack of three books (red, yellow, and green covers) with a green apple on top. In the center, there is a pink candy. On the right, there is a yellow pencil with a red eraser and a sharp lead tip. The text 'WHAT IS A SURVEY?' is centered in a white, rounded rectangular box with a dashed border.

WHAT IS A SURVEY?

Survey can easily be described as a method of collecting data or information through sampling for a study. While doing so, only a portion of population is studied. Survey is the careful examination of data that is gathered, represented and considered as the opinion of the whole population that can be better termed as the composite outline of the population on a particular study. Though, sample varies from one study to another. The individuals that are being studied depend upon the purpose of the study. Surveys are always presented in charts, maps and tables

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PURPOSE OF CONDUCTING A SURVEY

There are so many purposes of conducting surveys. In the recent day world, institutions, governments and businesses rely heavily on surveys to offer best possible services and commodities to the consumers. Precisely, an accurate as well as quick flow of data on the needs and preferences can be made, in the best possible way, through surveys.



5 SIMPLE STEPS FOR CONDUCTING SURVEY RESEARCH

- **Identify the audience.** The research done before conducting a survey is crucial to the survey's success. If you're trying to sell a product to the wrong audience or not asking the right questions, you won't get the results you need. If you have a specific audience in mind, the survey can be tailored to get the answers you need to know. It's also important to look for surveys that have previously been done and are similar to the one you're pursuing so you can be unique and provide an interesting angle for a reporter that may cover your data.



5 SIMPLE STEPS FOR CONDUCTING SURVEY RESEARCH



- **Find a survey provider.** Surveys are a useful tool that can be relatively inexpensive, depending on what you want to accomplish and the provider you choose.



5 SIMPLE STEPS FOR CONDUCTING SURVEY RESEARCH

- **Conduct the survey.** When it comes to the length of a survey, short and sweet is best. Be sure to exhaust every possible choice to the question you're asking to get the most rewarding results. The moment you send your survey also impacts the results. If you send a survey to IT managers at 9 p.m. on Sunday, they're less likely to respond after the flood of emails on Monday morning. Send it another day of the week during business hours to generate more responses.

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5 SIMPLE STEPS FOR CONDUCTING SURVEY RESEARCH

- **Create context for the survey.**

It's important to have target publications in mind before you conduct the survey. Where do you want your results to be published? Who do you want to share them with? It also helps to compile the data into a chart. That makes the reporter's job easier and increases the likelihood that they will use your data in their publication.



5 SIMPLE STEPS FOR CONDUCTING SURVEY RESEARCH



- **Evaluate your research.** Case studies allow you to revisit the efficiency of a survey. Did it solve the problem proposed at the beginning of the survey? Is it detailed enough to make an impression on the industry? When you answer these questions, you can track how often your research is shared and where. This allows you to improve how you conduct future surveys, change your message or even start over with a completely new survey.

What is Body Language ?

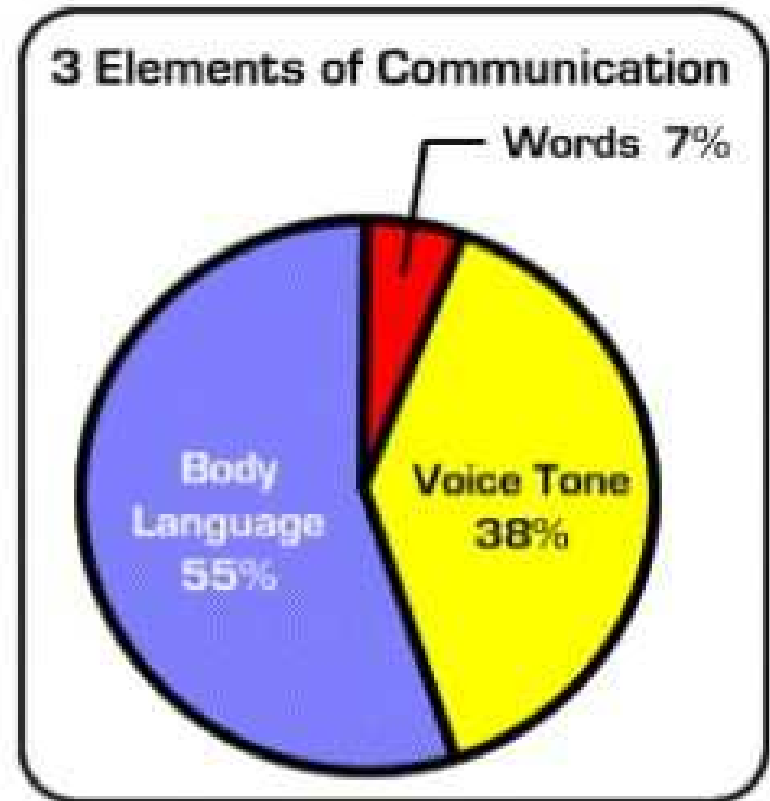
- Body language is non-verbal communication involving body movement.
- People in the workplace convey a great deal of information without even speaking - through “Gesturing” , posture, expressions, etc.

Body language includes the gestures, postures, movements and expressions that a person uses to communicate.

7 % VERBAL (Conveyed through words)

38 % VOCAL (intonation, pitch, pauses, etc)

55 % NON VERBAL (body language)



What we are trying to deliver through verbal means might not be exactly similar to what we are delivering from our **non-verbal** means.



Why is Body Language so important?

- People remember more of what they see than what they hear.
- Long after a meeting, we are likely to have forgotten the exact words someone used, but we may retain a vivid image of the same person's facial expression.

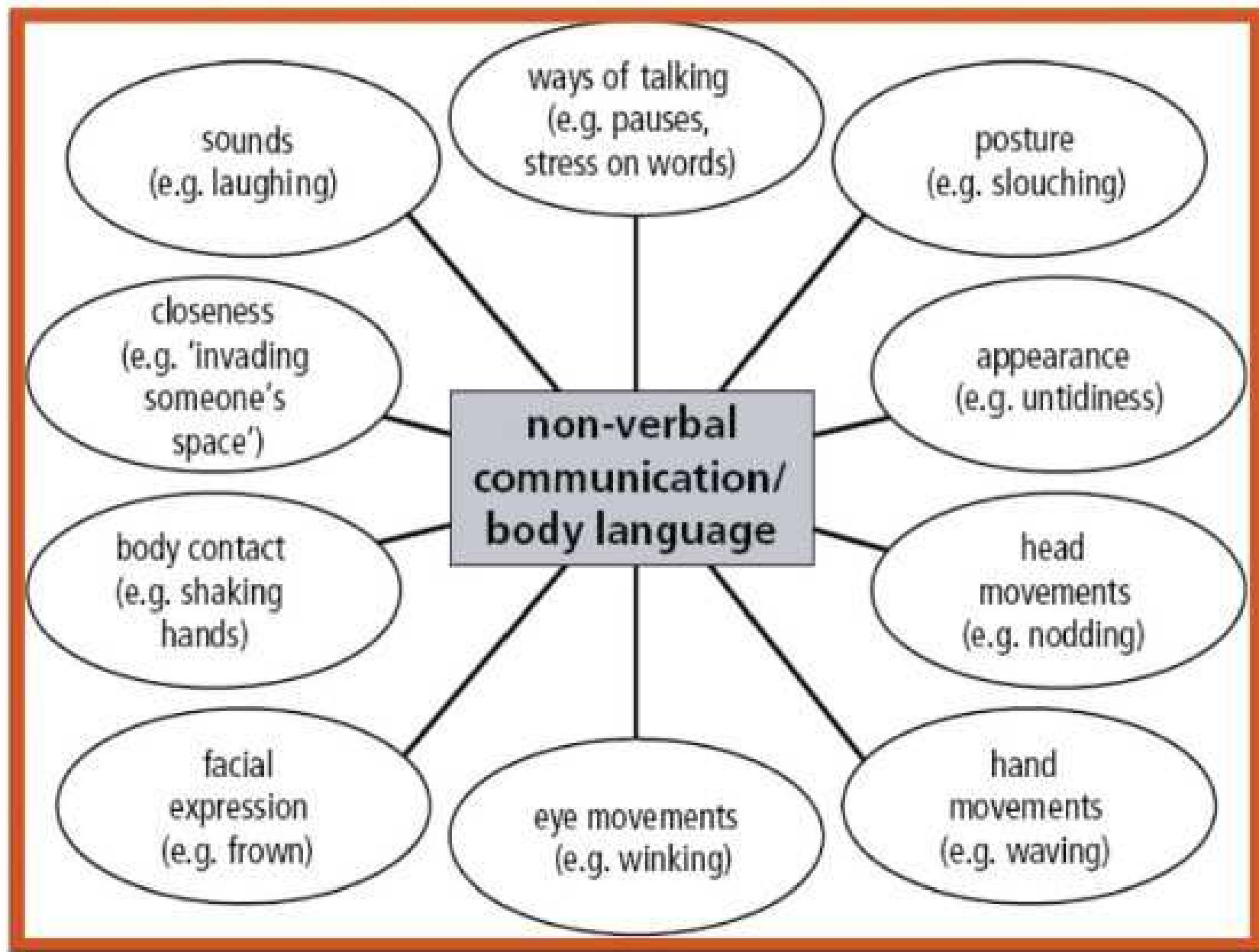


Believed

When verbal and nonverbal cues contradict one another, the non-verbal cues are more likely to be believed.

Body Language Speaks Even When You Don't





sounds
(e.g. laughing)

ways of talking
(e.g. pauses,
stress on words)

posture
(e.g. slouching)

closeness
(e.g. 'invading
someone's
space')

appearance
(e.g. untidiness)

**non-verbal
communication/
body language**

body contact
(e.g. shaking
hands)

head
movements
(e.g. nodding)

facial
expression
(e.g. frown)

eye movements
(e.g. winking)

hand
movements
(e.g. waving)



7 Do's & Dont's

of

BODY LANGUAGE

Don't Ever: 1) Fold hands/arms



Folding hands
is a big

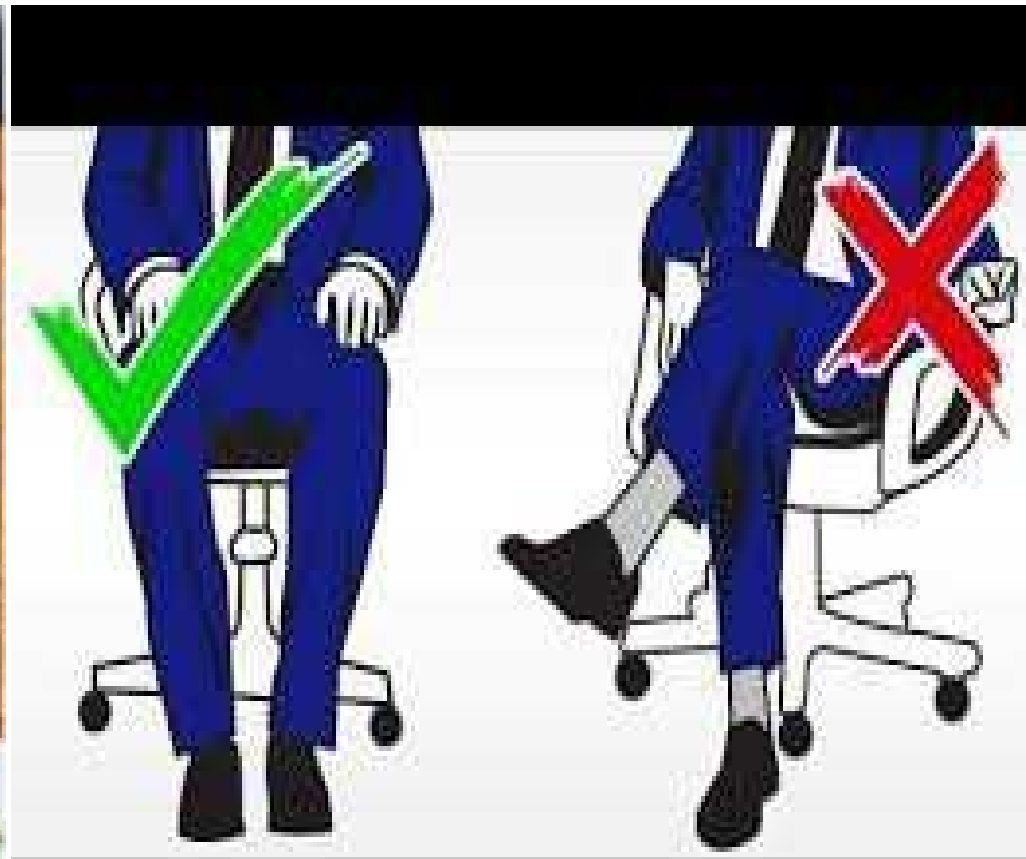
NO !!!

2) Look down or off into space



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3) Jiggle legs



4) Fidget with objects



Only time you should
be clicking is...

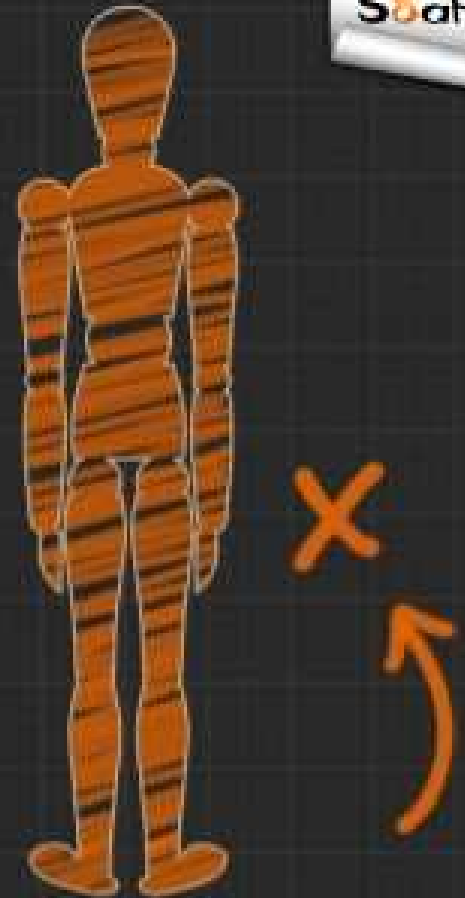
when you have a
camera in your hand

5) Turn your back to the audience



2 TURNING YOUR BACK ON THE AUDIENCE

Never turn your back on an audience unless you want to lose them totally the minute you do it. Turning your back **tells an audience you don't really care** about them – it's just plain rude.



6) Roll eyes

Stop Rolling
Your Eyes
At Them !!!

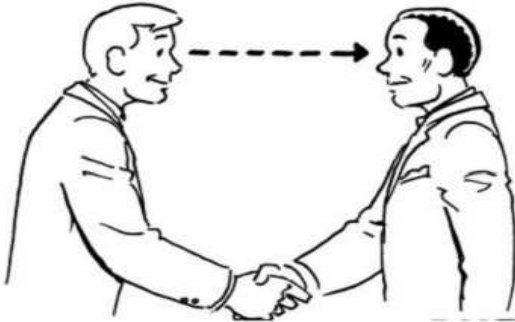


7) Hold objects in front of your body



Always Do:

1) Make eye contact



2) Open arms

KEEP ARMS OPEN



3) Face expressions

SPEECH WITHOUT
EXPRESSIONS

IS

Boring!!!



4) Mobility



5) Power Posing



© 2018



6) Open palms or be hands on



USE HAND
GESTURES

7) Smile





PARALANGUAGE



“Paralanguage is the voice intonation that accompanies speech, including voice pitch, voice tone and the rhythm of speech.” Paralanguage is most similar to verbal communication; however it sends non-verbal messages in all phases of communication process. Paralanguage refers to not what is said, but how it is said. E.g The Acha Dialogue from the Movie P.K.
<https://www.youtube.com/watch?v=ju6bwyhev94>



Paralanguage can alter meaning. When the voice rises at the end of a sentence in English, it means the sentence is a question. Paralanguage can give emotional context for the content of speech. A loud, high pitched, voice tone can express excitement, anger on face.



EFFECTIVE LISTENING



Listening is a significant part of communication process. Communication cannot take place until and unless a message is heard and retained thoroughly and positively by the receivers/listeners. Listening is a dynamic process. **Listening means attentiveness and interest perceptible in the posture as well as expressions.** Listening implies decoding (i.e., translating the symbols into meaning) and interpreting the messages correctly in communication process.



EFFECTIVE LISTENING



Listening differs from hearing in sense that:

Hearing implies just perceiving the sounds while listening means hearing with understanding. Both the body as well as mind is involved in listening process.

Listening is an active process while hearing is a passive activity.

Hearing is an effortless activity while listening is an act requiring conscious efforts, concentration and interest. Listening involves both physical and psychological efforts.



EFFECTIVE LISTENING



Effective listening requires both deliberate efforts and a keen mind. Effective listeners appreciate flow of new ideas and information. Organizations that follow the principles of effective listening are always informed timely, updated with the changes and implementations, and are always out of crisis situation. Effective listening promotes organizational relationships, encourages product delivery and innovation, as well as helps organization to deal with the diversity in employees and customers it serves.



EFFECTIVE LISTENING



Characteristics of Good and Effective Listener

- **Is attentive-** Good listener must pay attention to the key points. He should be alert. He should avoid any kind of distraction.
- **Do not assume-** Good listener does not ignore the information he considers is unnecessary. He should always summarize the speaker's ideas so that there is no misunderstanding of thoughts of speakers. He avoids premature judgments about the speaker's message.



EFFECTIVE LISTENING



- **Listen for feelings and facts-** Good listener deliberately listens for the feelings of the speaker. He concentrates totally on the facts. He evaluates the facts objectively. His listening is sympathetic, active and alert. He keenly observes the gestures, facial expression and body language of the speaker. In short, a good listener should be projective (i.e. one who tries to understand the views of the speaker) and empathic (i.e. one who concentrates not only on the surface meaning of the message but tries to probe the feelings and



- **Concentrate on the other speakers kindly and generously-** A good listener makes deliberate efforts to give a chance to other speakers also to express their thoughts and views. He tries to learn from every speaker. He evaluates the speaker's ideas in spare time. He focuses on the content of the speaker's message and not on the speaker's personality and looks.



EFFECTIVE LISTENING



To conclude, effective listening enhances the communication quality. It makes one attentive. It encourages optimistic attitude, healthy relations and more participation. It leads to better decision-making in an organization. Effective listening is directly related to our ability to do team work. It must be noted that “We listen at about an efficiency rate of 25 percent maximum, and we remember only about 50 percent of what is delivered during a ten minute speech/lecture/communication.



INTERVIEWING SKILL



1. **Research the company**
2. **Analyze job description**
3. **Brush up basics**
4. **Prepare for tests**
7. **Prepare for potential interview questions**
6. **Be punctual** □



INTERVIEWING SKILL



- 7. Be attentive**
- 8. Speak clearly**
- 9. Maintain good body language**
- 10. Make eye contact**
- 11. Rehearse explaining your resume**
- 12. Show gratitude**



RESUME WRITING



WHAT IS A RESUME WRITING?

A resume is a short document used to summarize a job seeker's experience and qualifications for a prospective employer. A resume includes the job seeker's contact information, work experience, education, and relevant skills in support of a job application.



Resume is arguably the most critical part of the modern job application process. Writing the best resume possible is more important than ever now that online job postings routinely attract hundreds if not thousands of applicants. A well-organized, tailored resume will increase your chances of landing an interview while a poorly written resume could get lost in the sea of applicants.



TYPES OF RESUMES

Common Types of Resumes

There are three main types of resumes:

- Chronological
- Functional
- Combination



TYPES OF RESUMES



Chronological Resume: A chronological resume is the format that you're probably the most familiar with — this is the type of resume that focuses on your recent work history above all. List your positions in reverse chronological order, with the most recent positions at the top and the oldest ones at the bottom. Ultimately, the goal is to show how your positions leading up to this point have perfectly prepared you for the role you're applying to.



TYPES OF RESUMES



Functional Resume: A functional resume, on the other hand, emphasizes the relevance of your experience. To create a functional resume, you'll prominently feature your professional summary, your skills and a work experience section organized by how closely the positions relate to the one you're applying to. This format is best for those who want to minimize resume gaps, or are transitioning into a new industry.



TYPES OF RESUMES



Combination Resume: As you might be able to guess, a combination resume borrows from both of the above mentioned formats. You'll combine the professional summary and skills section of a functional resume with the work experience section of a chronological resume. This format is a powerful way to stand out to recruiters by emphasizing both your experience and skills, and is useful for many different types of job seekers.

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STRUCTURE OF RESUME

How to Structure Your Resume

No two resumes will look exactly alike but generally, resumes should have the following sections.

Header & Contact Info: At the top of your resume, always include a header containing your name. Your contact info (typically your phone number, personal email address) should be close by as well. After all, you don't want there to be any confusion over who the resume belongs to, or make it difficult for recruiters or hiring managers to reach out to you.

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STRUCTURE OF RESUME

Professional Summary: The professional summary is a brief, one- to three-sentence section featured prominently on your resume that describes who you are, what you do and why you're perfect for the job. Professional summaries aren't about what you want. Instead, they're focused on the value you could bring to a potential employer. It can be a nice way to give time-pressed recruiters and hiring managers a quick, high-level overview of why you're the right person for the job.

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STRUCTURE OF RESUME

Skills: Once relegated to the bottom of resumes as an afterthought, the skills section has become more and more important as recruiters and hiring managers increasingly look for candidates with specialized backgrounds. Rather than making the folks reading your resume hunt through your bullet points to find your skills, it's best to clearly list them. If they see right away that you have the ability to get the job done, they're much more likely to take your resume seriously.

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STRUCTURE OF RESUME

Work Experience: The Work Experience section should include company names, locations, employment dates, roles and titles you held and most importantly. This portion is essential for recruiters and hiring managers, who look to absorb information about your career experiences and connect your skills to what they're looking for in a potential hire. Recruiters are often flooded with resume submissions and have to carefully source and identify quality candidates in a crowded pack — so make sure your work experience stands out

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STRUCTURE OF RESUME

Education: Since many jobs require a certain level of education, it's important to mention your academic credentials on your resume. However, this section shouldn't take up too much space. In most cases, simply listing where you went to school, when you attended and what degree you attained will be sufficient.

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STRUCTURE OF RESUME

Additional Experience: An optional, but potentially very valuable, addition to your resume is Additional Experience. This is a catch-all section at the tail end of your resume that allows you to highlight volunteer experience, awards and hobbies. Again, it shouldn't be too long — you don't want it to detract from your skills or work experience — but it can be a good way to provide a more well-rounded picture of who you are.

UNIT II



SYLLABUS

Corporate Communication: Formal & Informal Communication, Networks, Grapevine, Barriers in Communication, Group Discussion, Mock Interviews, Seminars, Individual & Group Presentations.

The most important audience for a company's communications is not the customer, as is commonly believed, but the employee

.....**PRATT & WHITNEY**

CORPORATE COMMUNICATION

Corporate communication is the practice of developing, cultivating and maintaining a **corporate** identity or brand image. A solid **corporate communications** team provides initiatives to mold company image, **communicate** with internal and external audiences, and sustain a long-term positive reputation.

CHARACTERISTICS OF CORPORATE COMMUNICATION

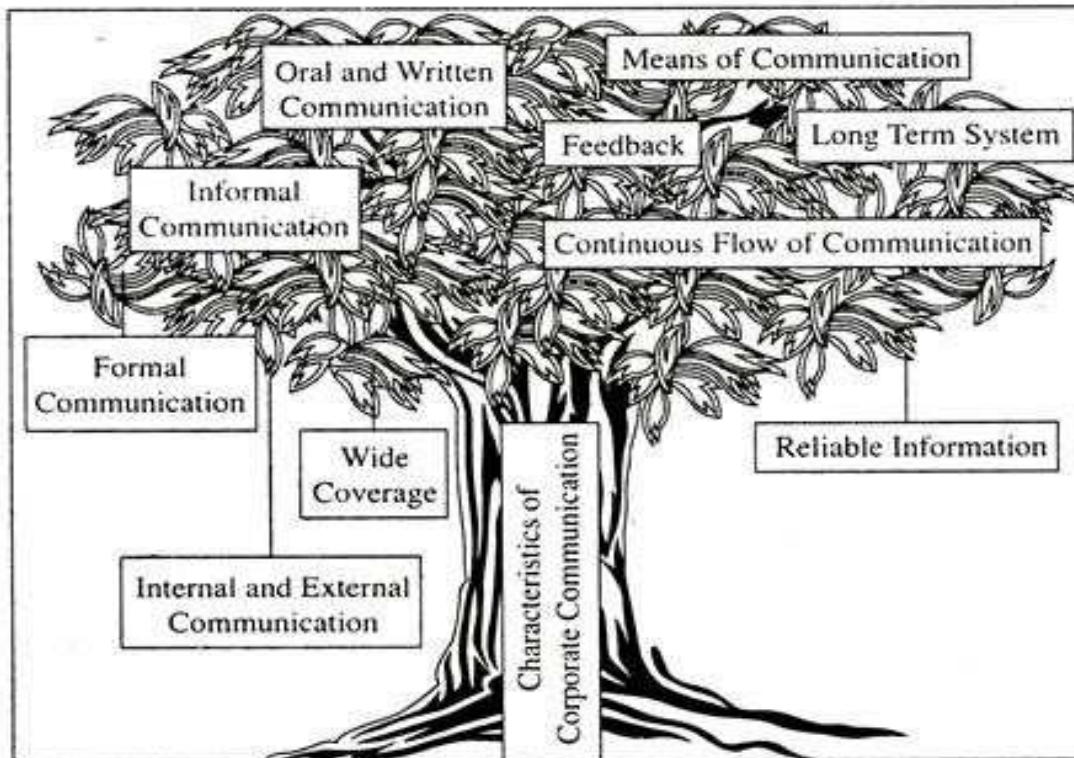


Fig. 3.12: Characteristics of Corporate Communication.

1. **Formal Communication:**

Most of the corporate communications are formal in nature. Orders, instructions, information, suggestions, etc. are sent, maintaining formal procedure in a systematic way. It has to pass through several organisational stages.

2. Informal Communication:

The size and structure of a corporate organisation being large and complex, informal communication or grapevine communication among different groups of employees takes place side by side with formal communication.

3. Internal and External Communication:

Exchange of information with a large number of people within and outside the business is required in corporate communication. Internal communication with the managers and employees, and external communication with the customers, vendors, distributors, competitors, investors, government offices, etc. are made.

4. Oral and Written Communication:

While oral communication is used for closer and internal communication with the employees, written communication is made with the outsiders and distant people.

5. Wide Coverage:

Corporate organisations are large and a wide range of people are required to be covered in communication. People within the organisation at different levels in different departments and a large number of people outside the organisation are required to be communicated within the course of running the activities of the organisation.

6. Means of Communication:

Phones, face-to-face conversation, e-mail, fax, telegrams, memos, website, internet, video conference, etc. are used as the mediums or channels of corporate communication.

7. Feedback:

As in the case of other communication, feedback is an essential element of successful corporate communication. It is a two-way process of sending information and receiving response. Through feedback the sender can know the reaction' of the recipient and take necessary action.

8. Long-term System:

Corporate organisation has a perpetual existence. So, corporate communication is not a temporary arrangement. It is a long-term system or process. Communication is carried out continuously through a stable process.

9. Continuous Flow of Communication:

In a corporate organisation, flow of communication is continuous and uninterrupted; continuous due to the organisation's perpetual existence, and uninterrupted owing to following the formal or official channel.

10. Reliable Information:

In a corporate organisation, information is collected through various sources and decisions are taken after necessary scanning, scrutinizing, etc. to make the information dependable and correct.

The importance of corporate communication may be described as follows:

1. Internal Co-ordination:

To fulfill the objectives of the organisation, co-ordination among the employees is necessary and to co-ordinate various activities communication is essential. Corporate organisation being large in size, division of work and specialisation in activities are the characteristics of such organisation. Communication helps to co-ordinate such activities and to

2. Connecting Link with the Outside World:

In a corporate organisation, communication with the external people, such as customers, vendors, investors, competitors, government departments, etc. are essential. Even connecting links with the foreign counterparts and centres are necessary for proper functioning of the organisation.

3. Motivation:

Communication helps to motivate the employees to obey the orders and directives of the management authority. The feedback of the employees also enlightens the managers. The interaction between the managers and the employees improves the relation between them and encourages all to devote themselves fully to achieve the objectives of the organisation.

4. Efficient Management:

Communication supplies the managers and employees with the information, co-ordinates and motivates the employees.

This results in co-operation and better performance, resolves conflicts, builds confidence and ultimately develops efficient management.

5. Decision-making and Implementation:

The success of any corporate organisation depends largely upon decision-making. Right decision-making, again, depends upon correct and timely information which is obtained through communication. Again, implementation of the decision requires proper communication.

The managers convey the procedure of implementing the decision through communication channels and evaluate the work of the employees. Thus, corporate communication has a meaningful role in decision-making and its implementation.

6. Leadership:

The manager communicates orders and instructions to the subordinates, who, in turn, carry out the instructions and sometimes send feedback in the form of suggestions, grievances and complaints. The manager tries to remove the inconvenience as far as possible. The entire process establishes the basis of leadership.

Lack of communication creates distrust, doubts and misunderstanding among the subordinates. Proper communication helps to remove them and create an environment of mutual co-operation, trust and dependence and, ultimately, achieve acceptance of the leadership of the official

7. Corrective Measures:

In a corporate organisation the number of employees is large. Everybody's performance may not achieve required standard and some corrective measures may become necessary. Such measures against the employees not performing their duties properly can also be taken through communication. Communication thus protects the interest of the organisation.

8. Speed:

Speed is the key word of today's corporate world. Modern technologies have made communication faster. Now, no one has to wait for weeks or months for a reply letter. E-mail, fax, internet, etc. have made communication almost instant. Immediate flow of information helps in taking correct decision in time and anticipates solution to a probable problem.

9. Discipline and Peace:

Maintenance of discipline in large corporate sector is difficult. Control over a large number of managers and employees is not an easy task. But regular communication (Two-way) between the management authority and the workers creates a healthy human relation and sense of co-operation, assistance and unity. Thus, peace is established and discipline is maintained within the organisation.

10. Training:

Communication is necessary in imparting training to the managers, supervisors, executives and general employees to upgrade their knowledge and skill of performance in order to meet the needs of the changing corporate world.

This may include training in the field of science and technology, up-gradation of technical know-how, development of management skill, and even a training in learning a language for communication.

Formal Communication

Formal communication refers to interchange of information officially. The flow of communication is controlled and is a deliberate effort. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a proper way. This is also known as 'Through Proper Channel Communication.'

Characteristics

(1) Written and Oral:

Formal communication can both be written and oral. Daily works are handled through oral communication, while the policy matters require written communication.

(2) Formal Relations:

This communication is adopted among those employees where formal relations have been established by the organisation. The sender and the receiver have some sort of organisational relations.

(3) Prescribed Path:

The communication has to pass through a definite channel while moving from one person to another. For example, to convey the feelings of a worker to the manager, the foreman's help has to be sought.

(4) Organisational Message:

This channel is concerned with the authorised organisational messages only and the personal messages are out of its jurisdiction.

(5) Deliberate Effort:

This channel of communication is not established automatically but effort has to be made for its creation. It is decided keeping in view the objectives of the organisation.

Advantages

The formal communication has the following advantages:

(1) Maintenance of Authority of the Officers:

Formal communication maintains constant relations among the superiors and the subordinates as a result of whom the dignity of the line superiors is maintained. Consequently, it is convenient to control the subordinates and fix their responsibility which is absolutely needed for effective and successful control.

(2) Clear and Effective Communication:

In formal communication, there is a direct contact among the managers and the subordinates. Both understand the capability, habits, feelings, etc. of one another. Managers know as to when and under which conditions their subordinates need information. In this way, this communication is capable of making available timely information. Hence, it is clear and effective.

(3) Orderly Flow of Information:

The information has to pass through a definite route from one person to another. Hence, the flow of information is systematic.

(4) Easy Knowledge of Source of Information:

In this type of communication, the source of each information can be easily located.

Limitations

Following are the disadvantages or limitations of the formal communication:

(1) Overload of Work:

In a modern business organisation much information, many messages and other things have to be communicated. Under formal communication, they are routed through a definite channel and this consumes much of the time of the superiors and thus some other important works are left unattended.

(2) Distortion of Information:

This method can be a hindrance in the flow of information. Sometimes the distance between the sender and the receiver is so big that the information has to pass through many hands and by the time it reaches the receiver it is distorted. Thus it fails to serve its purpose.

(3) Indifferent Officers:

The officers do not pay much attention to the suggestions and complaints of the subordinates. In such a case a subordinate may come lose his faith in

Types of Formal Communication

Formal communication is of two types:

Vertical Communication:

(i) Downward Communication

(ii) Upward Communication

(2) Horizontal Communication. All these types have been clarified in the following diagram:

(Downward Communication)	(Horizontal Communication)	(Upward Communication)
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(1) Vertical Communication

Vertical communication is of the following two types:

(i) Downward Communication:

The communication by top hierarchy with their subordinates is called downward communication. This communication includes orders, rules, information, policies, instructions, etc. The chief advantage of the downward communication is that the subordinates get useful timely information which helps them in their work performance,

(ii) Upward Communication:

This is quite the reverse of the downward communication. This flows from the subordinates to the superiors. The subject-matter of this communication includes suggestions, reactions, reports, complaints, etc. This sort of communication helps the superiors in taking decisions.

(2) Horizontal Communication

Horizontal communication takes place when two individuals of the same level exchange information. Horizontal communication is used by the same level officers to solve the problems of similar nature and profit by the experience of other people. The subject-matter of horizontal communication includes information, requests, suggestions, mutual problems and coordination-related information.

Formal Communication Network

The way in which formal communication is done, is known as formal communication network. The different forms of formal communication network are:

(1) Chain Communication:

Chain communication refers to the communication between a superior and a subordinate. All the people in an organisation from top to bottom are linked with the help of a scalar chain as has been shown in diagram (1). A is placed at the highest rank, B is a subordinate of A, C is the subordinate of B, D is the subordinate of C and E is the subordinate

(2) Wheel Communication:

In this form of communication, all the subordinates of a superior talk to one another through his medium. The superior works as a hub of a wheel. In the diagram (2), A is the superior and B, C, D and E are the subordinates. All the four subordinates communicate through the medium of A.

(3) Circular Communication:

This communication takes place among the members of a group. Every member of a group can communicate with the nearest two members. In the diagram (3), A can have communication with B and E. Similarly, B can have communication with A and C. The same applies to all the members of the group. In this case the communication moves at a slow speed.

(4) Free Flow Communication:

This form of communication also takes place among the different members of the group. Its special feature is that every member of the group can talk to all the other people in the group.

This has been clarified in diagram (4). A can talk directly to B, C, D, E. In the same way B can talk directly to A, C, D, and E. The same applies to all the members of the group. In this case, the communication moves at a rapid pace.

(5) Inverted 'V' Communication:

In this form of communication, a subordinate is permitted to communicate with the boss of his boss. In this form of communication the messages move at a rapid speed, in the diagram (5), C and D are the subordinate of B who, in turn, is a subordinate of A. Here C and D can talk directly to A who happens to be the boss of B.

Informal Communication

Informal Communication in the Workplace

Informal communication is casual communication between coworkers in the workplace. It is unofficial in nature and is based in the informal, social relationships that are formed in a workplace outside of the normal hierarchy of business structure.

That is why informal business communication can take place between the CEO and an hourly worker. This type of communication is important in the workplace as it can help with employee morale and can encourage the feeling of belonging for the employees as well as a client or customer.

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What is the Difference Between Formal and Informal Business Communication?

Formal communication is the sharing of official information about the workplace. It is dictated by the established hierarchical organization of the business. Informal communication does not follow any rules of predetermined policy that formal does and is the opposite of formal communication. Without looking at specifics, the answer to the question, “What is the difference between formal and informal business communication?” is mostly based on whether the communication is defined by the business structure and its set communication rules, and whether the communication is casual or professional.

Examples of Informal Communication in the Workplace

Good examples of informal communication in the workplace can be seen whenever one employee interacts with another employee in a casual and conversational way. They can talk about the game that was on last night or even about a company policy change.

Types of Informal Communication

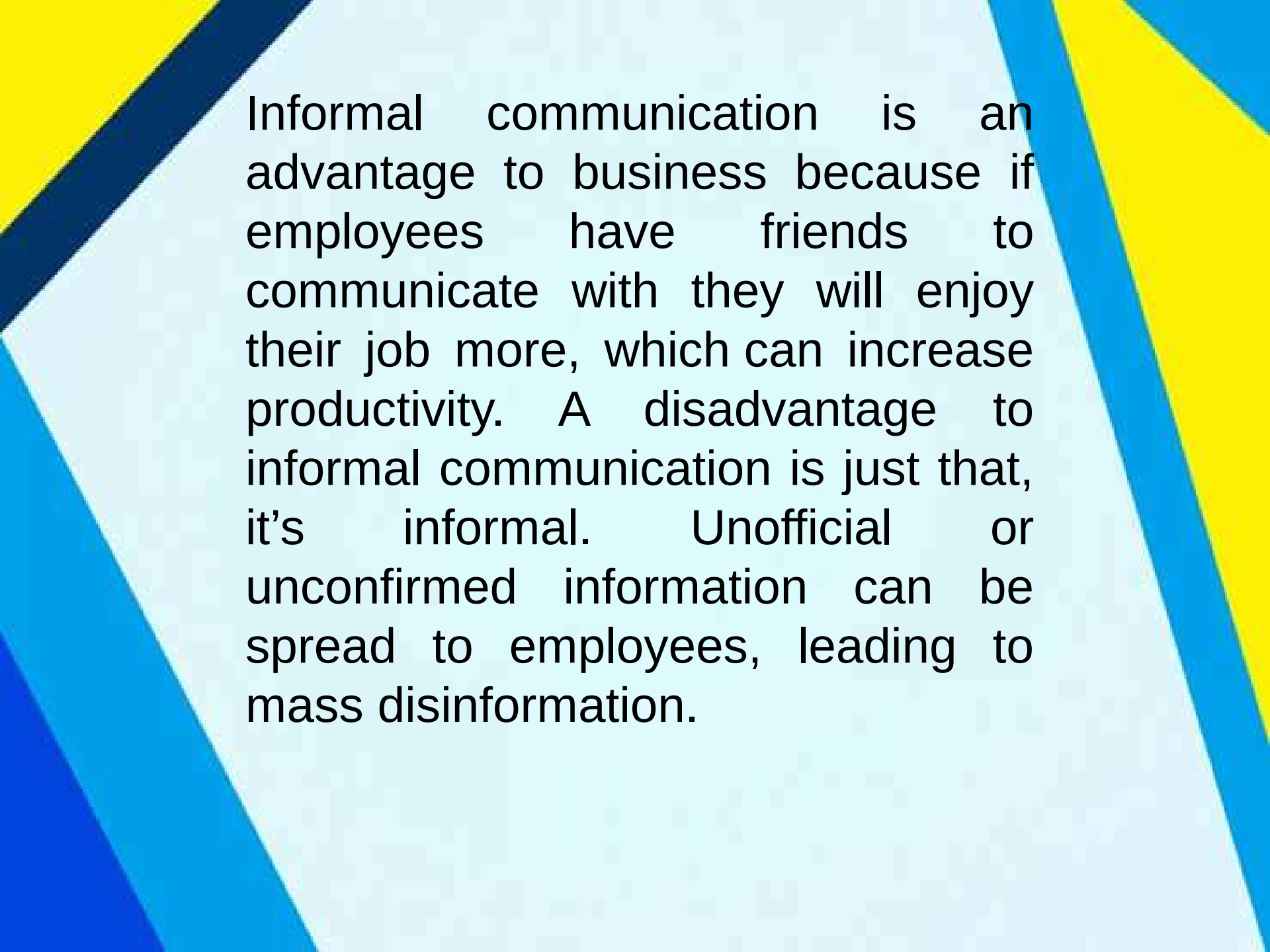
There are four different types of informal communication:

- **Single Strand:** One person communicates with one person and then they go and communicate with another one person. Communication is traveling from one person to another one person.
- **Gossip Chain:** Group conversation where everyone is talking to each other informally

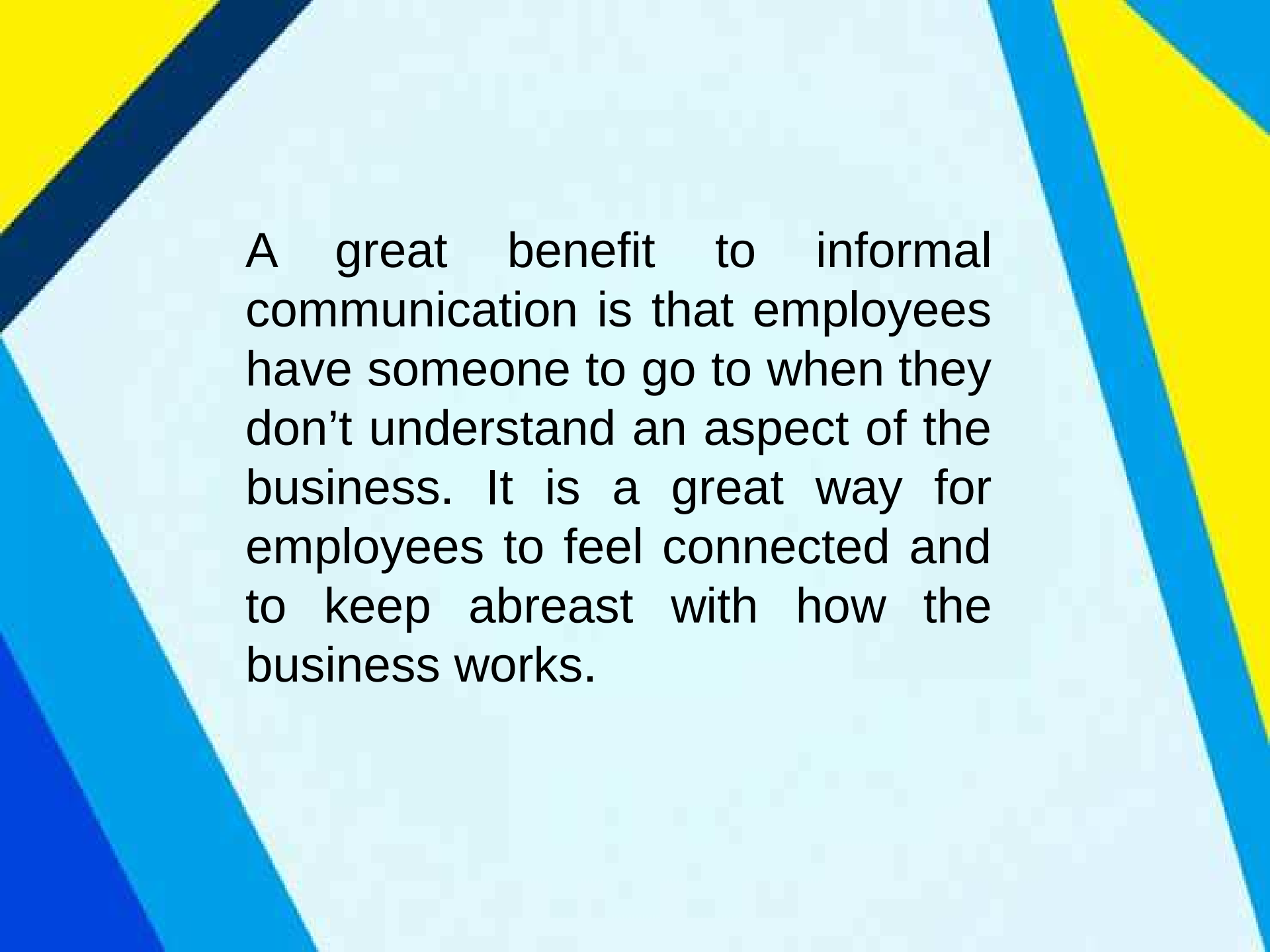
- Probability Chain: Each individual randomly tells another individual the same message.
- Cluster Chain: One person shares information with a group of selected individuals and in turn each of those individuals shares that information with others.

Informal Communication Advantages and Disadvantages

Informal communication is casual and carefree while formal communication can seem cold and distant. Both these types of communication are important for the workplace, but informal communication is beneficial because it can bridge gaps between departments and create a sense of belonging. Informal communication is friendly and inviting and is a great sign that someone has a friend in the company.



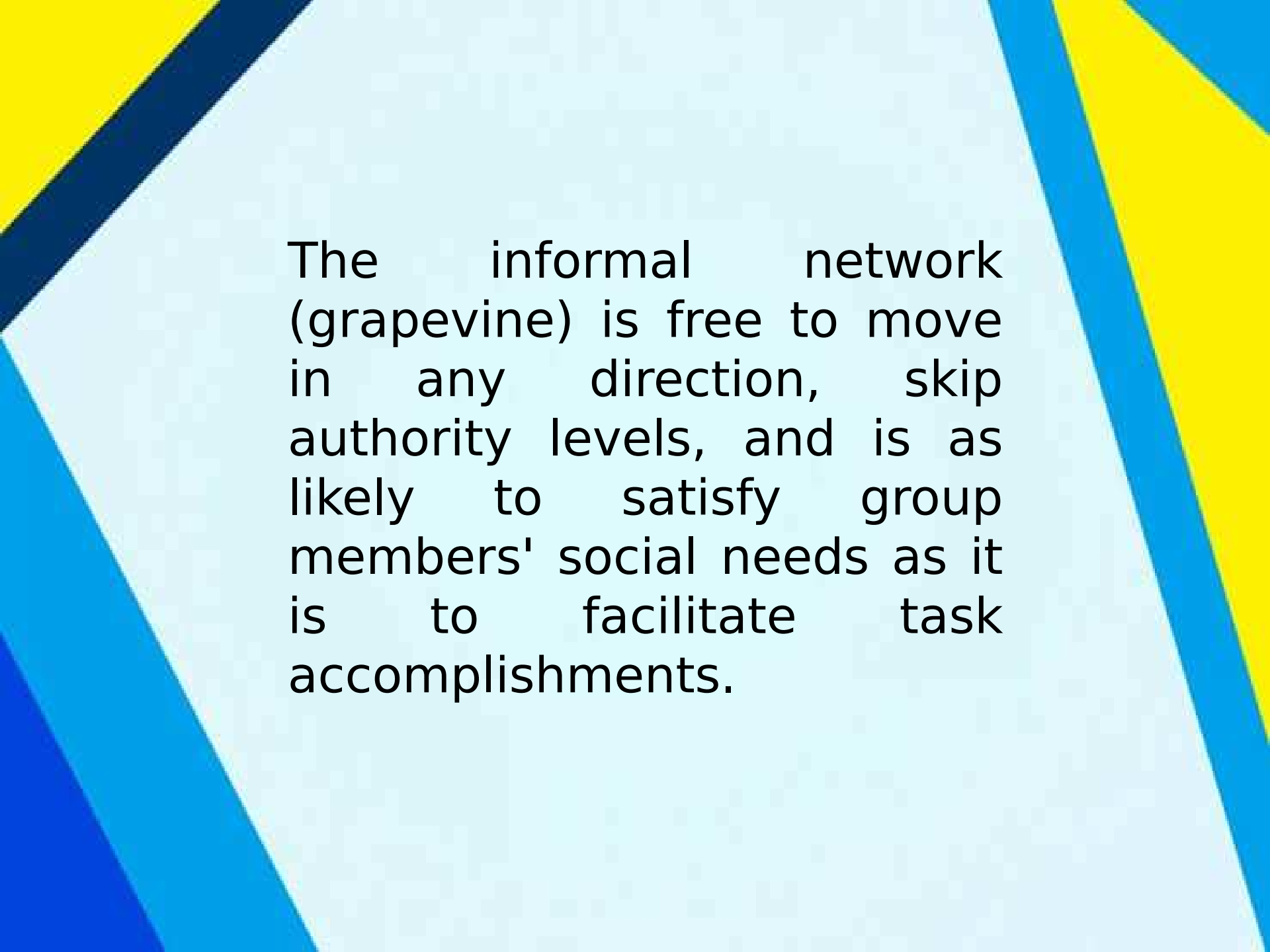
Informal communication is an advantage to business because if employees have friends to communicate with they will enjoy their job more, which can increase productivity. A disadvantage to informal communication is just that, it's informal. Unofficial or unconfirmed information can be spread to employees, leading to mass disinformation.

The background features a light blue gradient with large, abstract geometric shapes in dark blue and yellow. These shapes are positioned around the perimeter, creating a dynamic and modern aesthetic.

A great benefit to informal communication is that employees have someone to go to when they don't understand an aspect of the business. It is a great way for employees to feel connected and to keep abreast with how the business works.

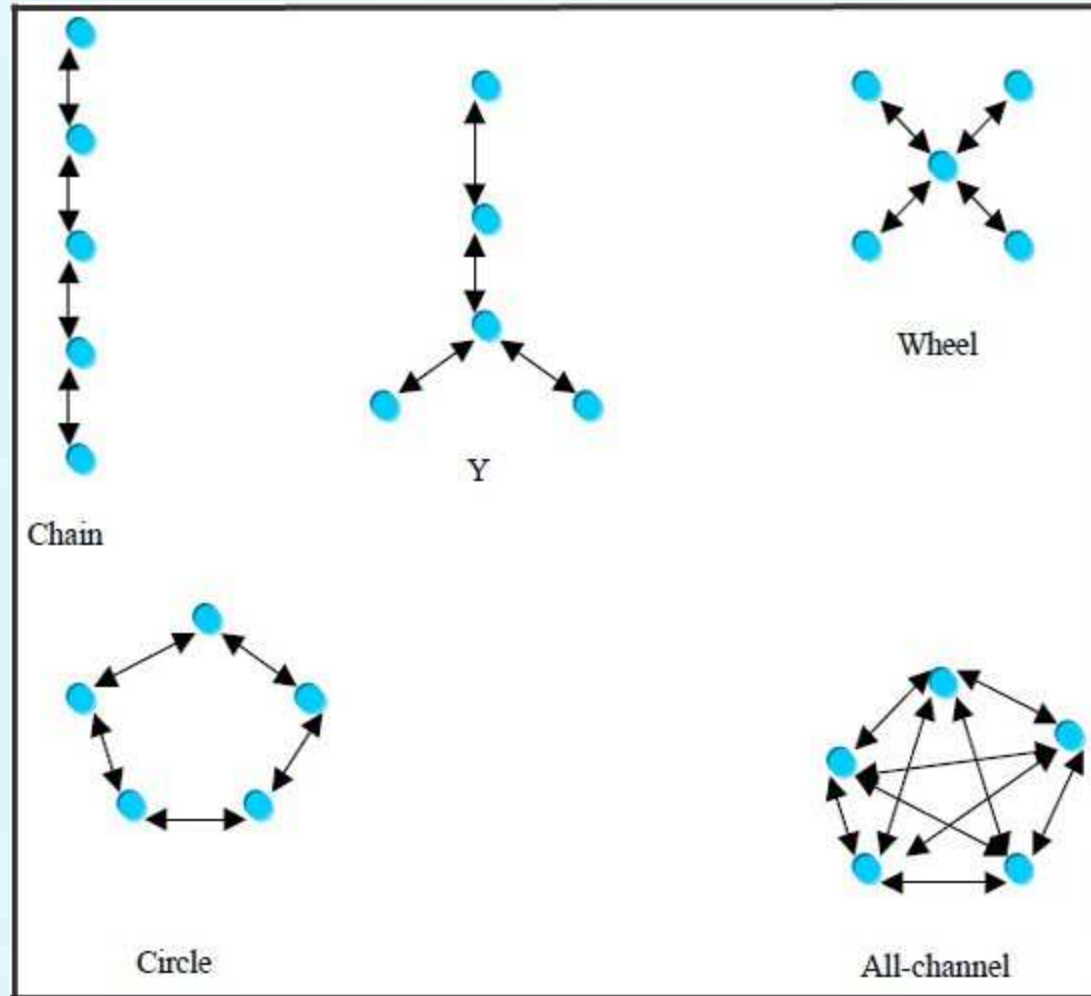
Communication Network

A communication network is the pattern of directions in which information flows in the organization. Channels of communication (networks by which information flows) are either formal networks or informal networks. Formal networks follow the authority chain and are limited to task-related communications.



The informal network (grapevine) is free to move in any direction, skip authority levels, and is as likely to satisfy group members' social needs as it is to facilitate task accomplishments.

Types of Communication Networks in Organizations



Chain Network

In chain network, communication travels up and down through the hierarchy. Each person communicates with only the person directly above or below in terms of reporting relationships. The chain network rigidly follows the formal chain of command.

Y Network

In the Y network, the flow of communication resembles an upside down Y; information flows upward and downward through the hierarchy, widening to encompass the number of employees reporting to a supervisor.

Wheel Network

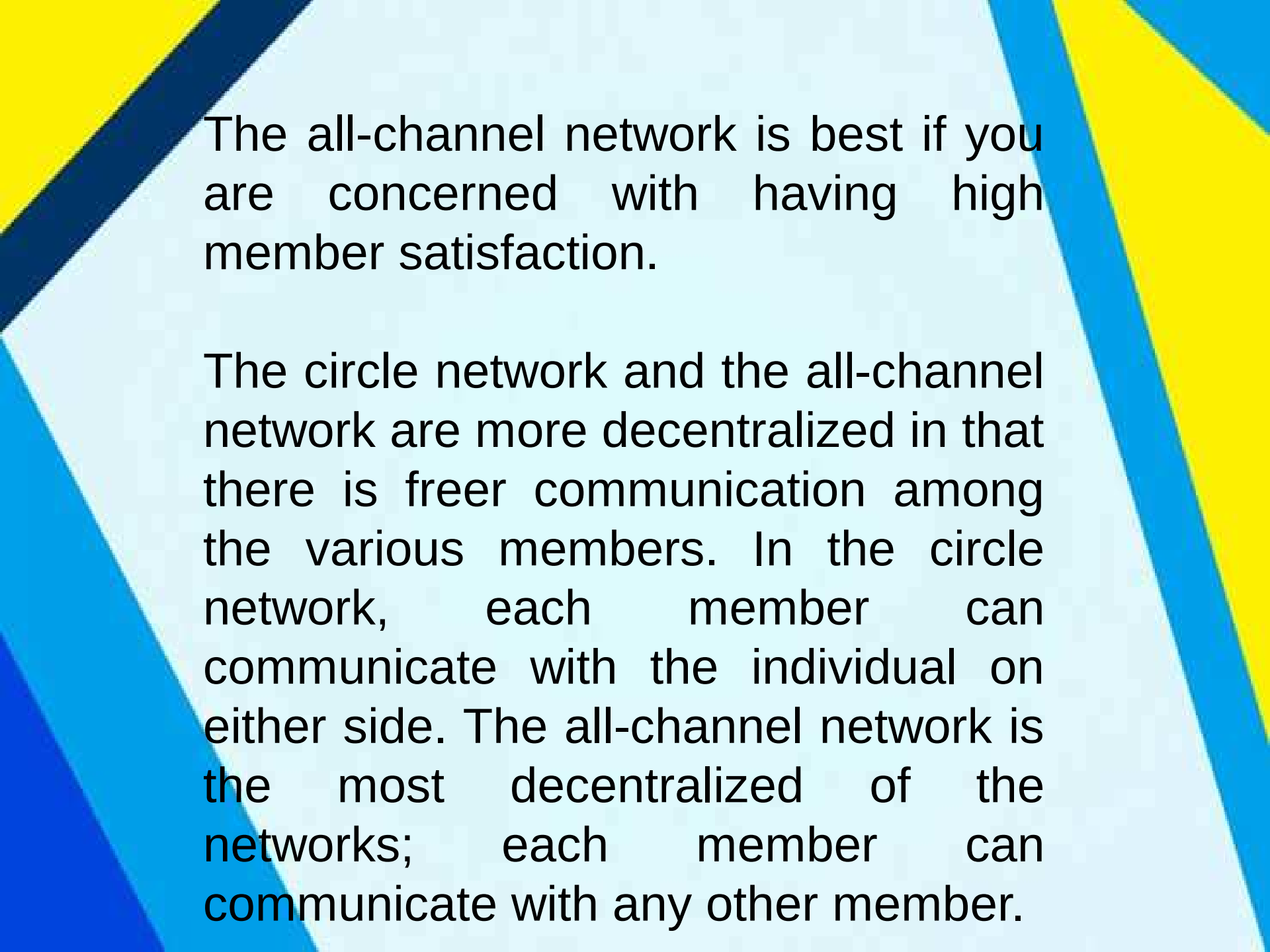
In a wheel network, information flows to and from a single person. Employees in the group communicate primarily with that person rather than with each other. Such a communication network is a fast means of getting information to employees, since the person at the hub of the wheel can do so directly and efficiently. The wheel network relies on the leader to act as the central conduit (channel) for the entire group's communication.

Circle Network

In a circle network, employees communicate only with adjoining members of the organization. The circle network is analogous to a group working in a physical arrangement such that workers can communicate with their immediate neighbour but not with others in the group.

The All-Channel Network or the Star Network

In an all-channel network, communications flow upward, downward and laterally among all members of the group. This pattern of communication supports an egalitarian, (equal, unrestricted) participative culture and fosters (promote, cultivate) cross-functional efforts.



The all-channel network is best if you are concerned with having high member satisfaction.

The circle network and the all-channel network are more decentralized in that there is freer communication among the various members. In the circle network, each member can communicate with the individual on either side. The all-channel network is the most decentralized of the networks; each member can communicate with any other member.

GRAPEVINE COMMUNICATION

Grapevine is an informal channel of business communication. It is called so because it stretches throughout the organization in all directions irrespective of the authority levels. Man as we know is a social animal. Despite existence of formal channels in an organization, the informal channels tend to develop when he interacts with other people in organization. It exists more at lower levels of organization.

Grapevine generally develops due to various reasons. One of them is that when an organization is facing recession, the employees sense uncertainty. Also, at times employees do not have self-confidence due to which they form unions. Sometimes the managers show preferential treatment and favour some employees giving a segregated feeling to other employees.

Thus, when employees sense a need to exchange their views, they go for grapevine network as they cannot use the formal channel of communication in that case. Generally during breaks in cafeteria, the subordinates talk about their superior's attitude and behaviour and exchange views with their peers. They discuss rumours about promotion and transfer of other employees. Thus, grapevine spreads like fire and it is not easy to trace the cause of such

Advantages of Grapevine Communication

1. Grapevine channels carry information rapidly. As soon as an employee gets to know some confidential information, he becomes inquisitive and passes the details then to his closest friend who in turn passes it to other. Thus, it spreads hastily.

2. The managers get to know the reactions of their subordinates on their policies. Thus, the feedback obtained is quick compared to formal channel of communication.

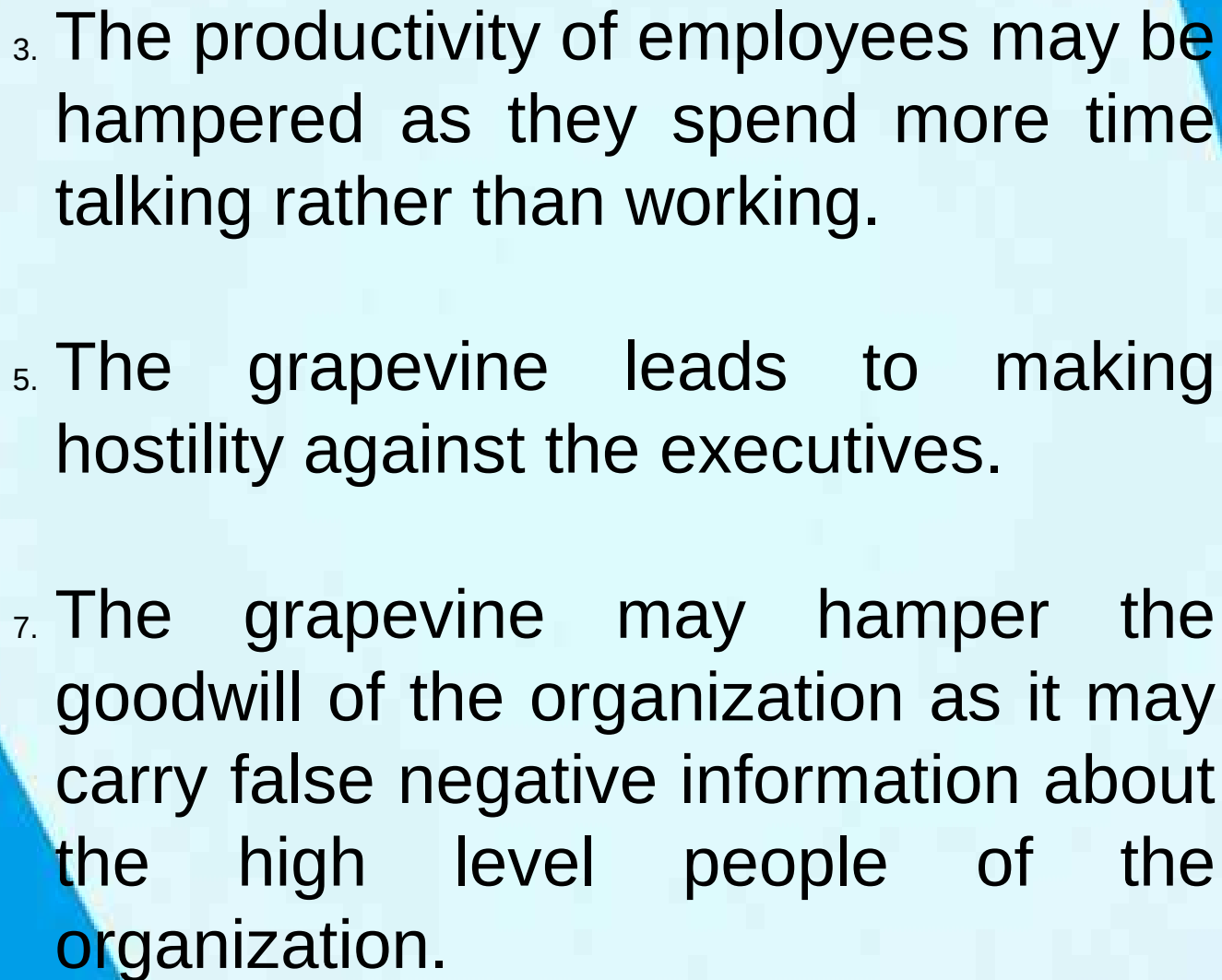
3. The grapevine creates a sense of unity among the employees who share and discuss their views with each other. Thus, grapevine helps in developing group cohesiveness.

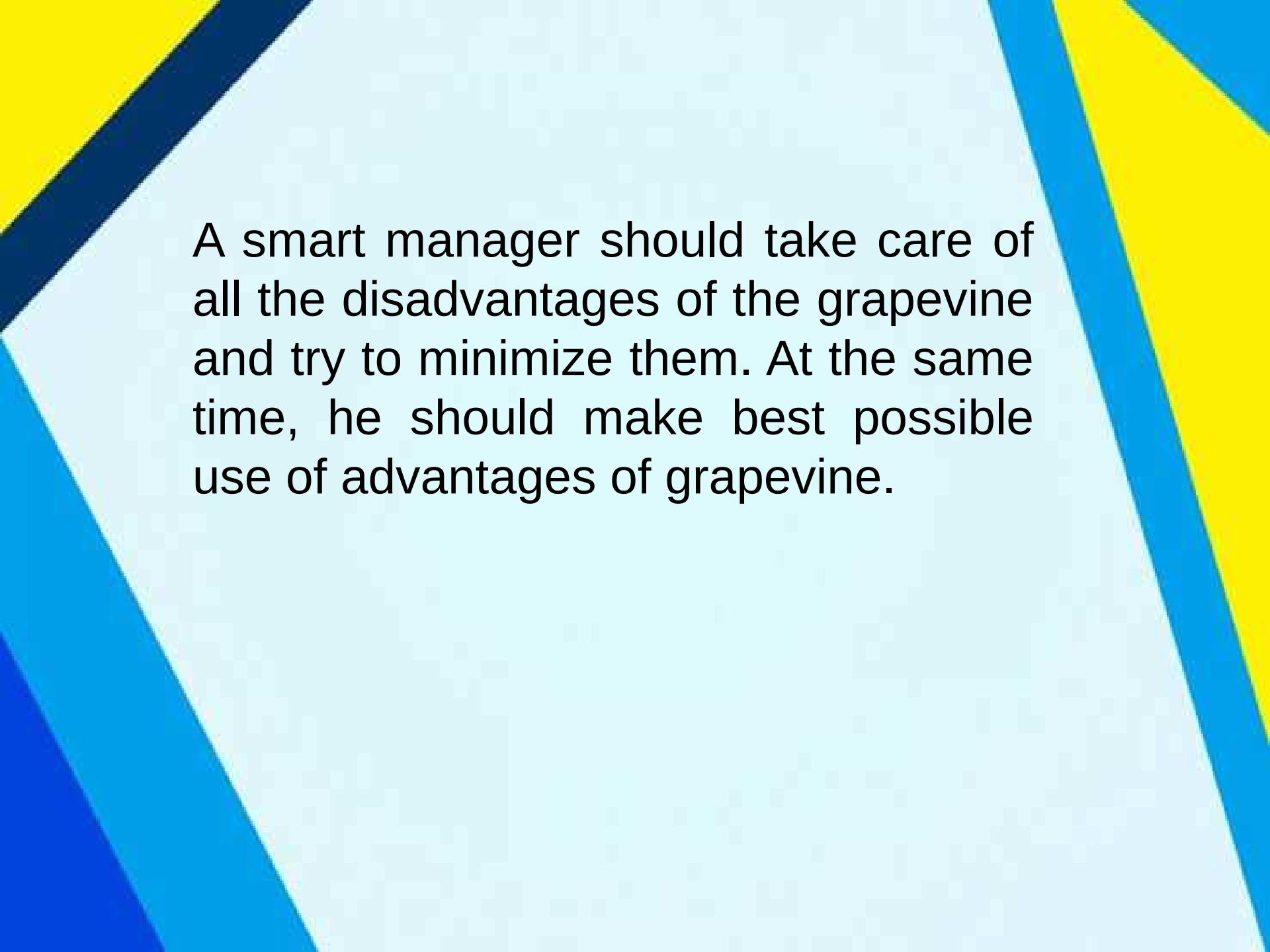
4. The grapevine serves as an emotional supportive value.

5. The grapevine is a supplement in those cases where formal communication does not work.

Disadvantages of Grapevine Communication

1. The grapevine carries partial information at times as it is more based on rumours. Thus, it does not clearly depicts the complete state of affairs.
3. The grapevine is not trustworthy always as it does not follows official path of communication and is spread more by gossips and unconfirmed report.

- 
3. The productivity of employees may be hampered as they spend more time talking rather than working.
 5. The grapevine leads to making hostility against the executives.
 7. The grapevine may hamper the goodwill of the organization as it may carry false negative information about the high level people of the organization.



A smart manager should take care of all the disadvantages of the grapevine and try to minimize them. At the same time, he should make best possible use of advantages of grapevine.

GROUP DISCUSSION-

Nowadays, GD is being extensively used along with PI for the final selection of candidates. It plays a main role in selecting the best among the best.

Is one of the best tools to study the behavioural and attitudinal responses of the participants.

- The GD group consists of 8 to 10 candidates.
- No one is nominated as leader, coordinator or chairman
- 20 to 30 minutes are given to complete discussion
- Roll no. or serial numbers are displayed on the front & back
- Seating is arranged in a circle
- Seated according to ascending order of roll no.
- A topic is given to the group for discussion

- GD starts without a leader conducted in a free atmosphere. Equal chance is given to each candidate
- Leader emerges during course of discussion by his/her initiative, ability to join the discussion, maturity, clarity of ideas & understanding of group dynamics
- The leader directs the course of discussion & mediates between opposing views & presents a comprehensive view of the whole group

GD PROTOCOL: GD is formally informal.

Rules of conduct are to be observed.

How to address other members of the group?

Sir/Madam too formal

Mr/Ms informal or conversational

Excuse me a bit rude

Numbers funny

First name ideal (but remembering name
is a problem)

- The best way is to address the whole group. Do not create sub-groups

STRATEGY:

To gain attention of the entire group.

- Speak to the person sitting diagonally opposite to you
- Or speak to person who has just finished speaking. Use the opportunity to take discussion forward.
- Make friends by speaking to those who have been ignored by the group

Should you invite somebody who has been keeping quiet to participate?

- No, unless you have the formal authority. Everybody is equal in a GD

Your objective is to get the attention of the group.

Use these to make your point most effectively-

- Language Formal, Simple, correct spoken English
 - Not colloquial English
 - Not literary English
- Dress Formal
 - Men in business suits

Gestures & Body Movement-

- Should not be threatening or restricting
- Avoid excessive use of hands
- Be natural
- Eye contact- Establish eye contact with others

- GD is not a debate where one has to speak for or against the topic
- No clear cut stand or position to be taken
- GD is a continuous discussion
- You have to be courteous & show respect

HOW TO JOIN IN THE DISCUSSION-

- In my opinion-----
- What I think is

- If I could say a word about

- May I make a point

- To support what another participant has said- don't use the word I support or I agree. The view of the person has to be supported, not the person. Example, I would like to support Mr. Rahul's point of view about -----
- That is just what I also think.

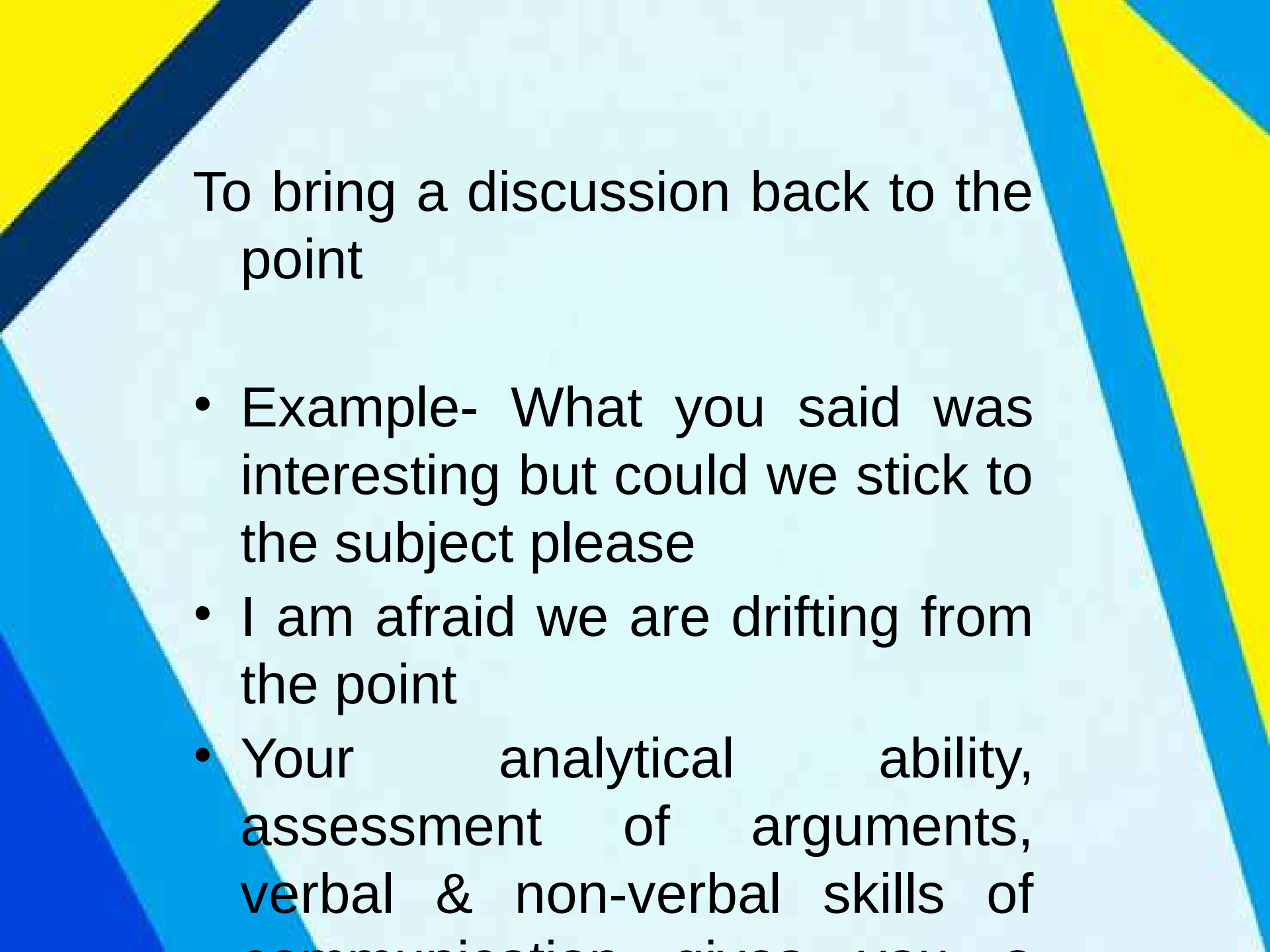


To support disagreement-

- You are opposed to the view/idea, not the person
- Do not use- you are wrong, instead you can say
- Please allow me to differ
- I would like to differ
- I think differently

To make a point very strongly

- I am convinced
that-----
- You can't deny
that-----
- Anybody can see
that-----
- It is quite clear to
me-----



To bring a discussion back to the point

- Example- What you said was interesting but could we stick to the subject please
- I am afraid we are drifting from the point
- Your analytical ability, assessment of arguments, verbal & non-verbal skills of communication gives you a

ADVANTAGE OF GROUP DISCUSSION

- Equipped with more complete information
- Has more members/individuals & every individual is unique, therefore, diversity of views
- There is no one, single, straight solution to anything
- GD increases the acceptability of a solution
- Democratic in character
- Employees' interests are safeguarded. Leads to good industrial relations.

DISADVANTAGE OF GROUP DISCUSSION

- Time Consuming
- Shy Learners Refuse To Get Involved
- Difficult To Fix Responsibility
- Dominated By A Handful
- Blurred Focus & Irrelevant Discussions
- Time, Money & Energy & Man-Hours Lost
- Requires Control
- An individual, given the necessary

Mock Interview

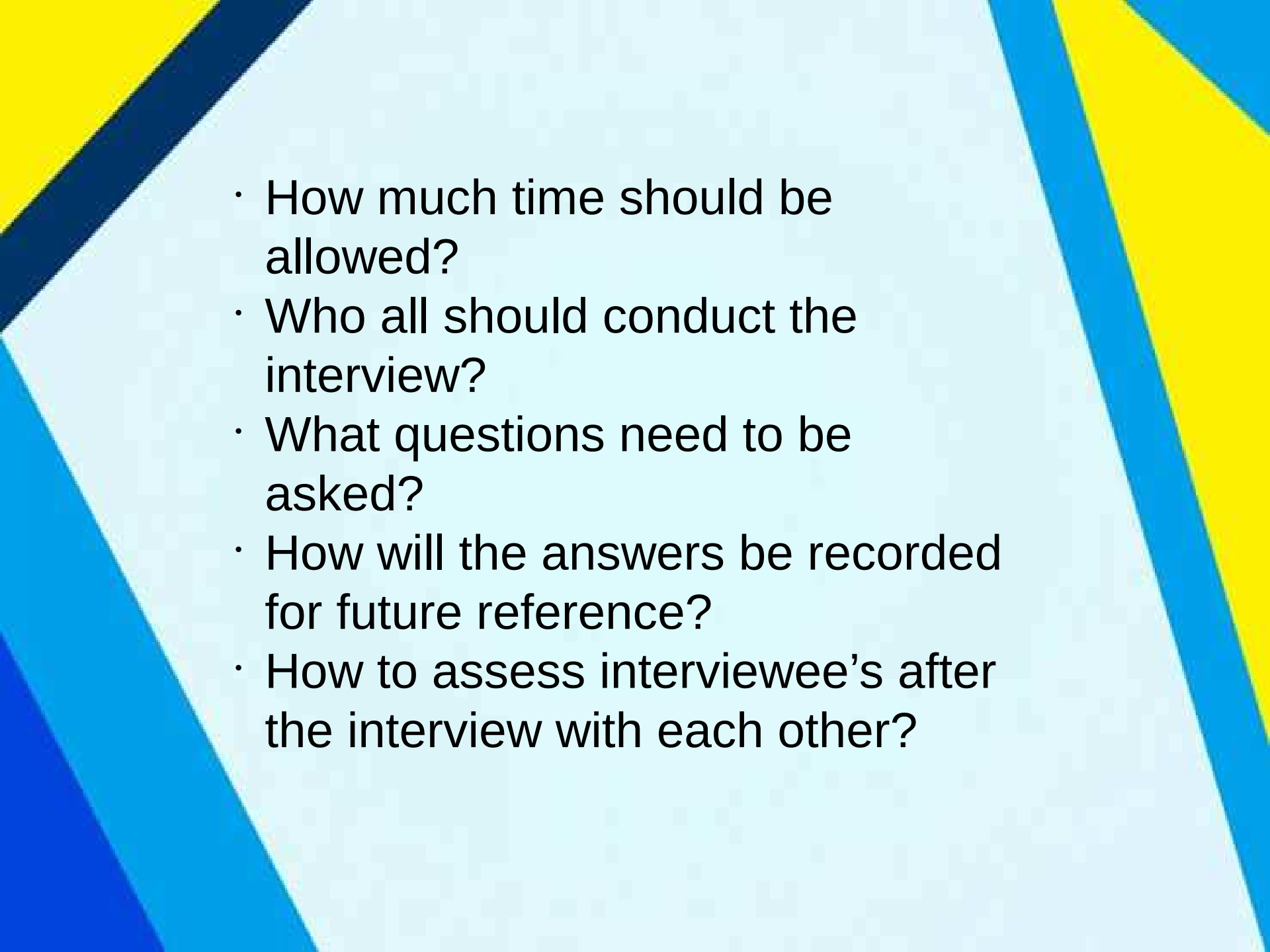
- Mock Interview is an emulation of an interview used for training purpose.
- Tries to resemble a real interview
- Mock interviews are often video-taped along with feedback from interviewer.
- Most common for job interviews
- May also be used to train people to handle journalists

PURPOSE OF MOCK INTERVIEW

- Provides stimulating change of pace from the traditional lecture format of instruction
- Easy & effective way to dramatize important subject matter
- Makes it more memorable

PRE-REQUISITES OF MOCK INTERVIEWS

- To decide on a suitable location- comfortable, private & free from interruptions. Room should be warm & well ventilated. Hang 'Do not disturb' sign on door.
- Preparing for interview-
- When is the interview to be arranged?
- How much notice should be allowed?

- 
- How much time should be allowed?
 - Who all should conduct the interview?
 - What questions need to be asked?
 - How will the answers be recorded for future reference?
 - How to assess interviewee's after the interview with each other?

SEMINARS

- Derived from Latin word Seminarium, meaning “seed plot”
- Seminar is a meeting for exchanging information and holding discussions on a smaller scale than conference.
- Seminar is limited & formal while conference is wider and informal
- More discussions held in a limited period
- Participant’s are supposed to present papers & then discussion takes place

OBJECTIVES OF SEMINAR

Cognitive Objectives- to create learning situations

- To develop higher cognitive abilities, analysis, synthesis & evaluation as compared to situations involving human interaction
- To develop responsive abilities- quick comprehension of situation under examination
- To develop the ability to seek clarification & defend the ideas of others effectively

Affective Objectives

- To develop the feeling of tolerance
- To develop feelings of cooperation with other colleagues
- Respect the ideas & feelings of others
- To develop emotional stability
- To acquire good manners of putting questions & answering effectively
- The human interaction under this technique develops good manners & skills among the participants

MAKING SEMINARS EFFECTIVE:

- Effectiveness depends on how different parties & persons play their role in effective way. The parties include organizers, speakers, chairperson & audience

ORGANIZER'S ROLE:

- Plan the seminar in advance by deciding the date, venue & theme of seminar
- Publish the relevant material in advance
- Advertise in newspapers & invite various participant's within time
- Ensure proper arrangement of OHP, LCD, slides, lighting & other audio-visual aids
- Facilitate arrangement of sitting, tea or lunch, etc.

SPEAKER'S ROLE:

- Prepare topic before hand by consulting websites, library organize topic in logical order & ponder over the various relevant issues
- Ensure that the speech is informative, illuminating & interesting
- Use appropriate visual aids

CHAIRPERSON'S ROLE

- Introduce the topic briefly followed by brief introduction of the speaker
- Ensure that the speaker finishes his speech within time
- Invite questions from audience at the end of the speech
- Ensure that the discussion is as per theme & no one's feelings are hurt during Q & A session

AUDIENCE'S ROLE:

- Occupy seats before start of seminar
- Listen patiently to the speeches of various speakers
- Note down important points & citations
- Avoid disturbing the speaker during speech
- Ask relevant questions

LIMITATIONS OF SEMINAR

- Cannot be organized on all contents of a subject matter. Theme should be such on which discussion may be held
- Cannot be used for all levels of education- can be used only for higher learning
- Persons who speak too much dominate the discussion and do not let others speak
- Formation of group for & against the topic takes place
- Opposing groups hinder conducive learning



Business Letters

Writing a Business Letter

Definition



- The business letter is the basic means of communication between two companies.
- Most business letters have a **formal** tone.



What is a Personal Business Letter?

- Is a letter written from a person to a company
- Can be used for any purpose that requires written communication from an individual to a company
- Such as:
 - To accompany returned goods
 - Complaint letter
 - Thank you letter
 - Résumé cover letter



Purpose

- You will write business letters to **inform** readers of specific information.
- However, you might also write a business letter to **persuade** others to take action.
- Business letters even function as advertisements.



Parts of a Business Letter

- Date Line: current date written out as month, day, and complete year
- Inside Address: name and address of the business to whom you are writing
- Salutation: letter's greeting – you use the same name you used in the Inside Address – using *Dear Mr./Mrs./Ms./Miss*



- Body: message or ‘meat’ of the letter
- Complimentary Closing: letter’s goodbye – using phrases such as *Yours truly* and *Sincerely yours*
- Signature: writer's handwritten signature
- Writer’s Identification: writer’s typed name and address



Personal Business Letter Styles and Punctuation

- There are three types of letter styles that are acceptable in business:
 - Block style – all lines in the letter begin at the left margin (no tabbing or indenting)
 - Modified block style – date line, complimentary closing and writer's identification begin at midpoint
 - Semi-modified block style - date line, complimentary closing and writer's identification begin at midpoint and all body paragraphs are indented (or tabbed over) 1/2"



- There are two types of letter punctuation that are acceptable in business:
 - Mixed punctuation – there will be a colon (:) after the salutation and a comma (,) after the complimentary closing
 - Open punctuation – there will be NO punctuation after the salutation or complimentary closing



The Seven C's of Business Letter Writing

1. Clear
2. Concise
3. Correct
4. Courteous
5. Conversational
6. Convincing
7. Complete



Business Letter Writing Checklist

- Keep it Short
 - Cut needless words and needless information.
 - Cut stale phrases and redundant statements.
- Keep it Simple
 - Use familiar words, short sentences and short paragraphs.
 - Keep your subject matter as simple as possible
 - Use a conversational style.



- **Keep it Strong**
 - Use concrete words and examples
 - Keep to the subject
- **Keep it Sincere**
 - Be human and as friendly as possible
 - Write as if you were talking to your reader



Do's and Don'ts of Letter Writing

- **STYLE:** (sentence structure and vocabulary)
 - **Do** use plain English.
 - **Do** write in active voice and use short sentences when possible.
 - **Do** use everyday words and avoid technical jargon.
 - **Do** use lists to present complex materials.
 - **Do** select the words you use very carefully.
 - **Do** use a strong organizational strategy.



- **Don't** make grammar or usage errors.
- **Don't** use clichés or worn out phrases.
- **Don't** use obsolete and/or pompous language because it "seems" more professional.



Persuasive Letters

- The purpose of a persuasive letter is to sell your idea to someone. You are trying to get them to do something they may not want to do.
- **AIDA Formula**
- First paragraph **A-Attention**;
- Second paragraph **I-Interest**;
- Third paragraph **D-Desire**;
- Fourth paragraph **A-Action**.

