3.9 MEMOS

3.9.1 Introduction

Letters or any forms of written correspondence are vital organs of an office. An official letter is different from the business letters that have been discussed so far. It can be both internal and external. Some of the examples of official letters are memorandum, notice, circular and e-mail.

Memorandum: The Longman Concise Dictionary of Business English defines memo as **"An informal written or typed message to someone in the same office or organization, sent in place of a letter."**

Or

"A short, informal note or reporton some deal or event or conversation."

A memo is generally used for sending messages from one department to another within the same organization.

A memorandum or memo is a document used for internal communication in an organization. The plural form of memorandum is either memoranda or memorandums. A memo may be addressed to one person or a group. The writer and the readers of a memo are well acquainted with each other and therefore, a memo does not require formal elements like salutations, greetings or even signature at the end. A memo usually records events or observations on a topic or provides information about any development in the organization. Since it is only about communicating some important information related to the functioning or processes of the company, it is usually quite direct in approach, to the point, focusing sharply on what the reader needs to know. The format of a memo is fairly simple.

The standard features of a memo are:

1. The word 'Memo' or 'Memorandum' at the top of the page; though not mandatory, it helps to make clear the nature of communication right at the beginning
2. The date of issue of the memo
3. The name of the receiver, followed by 'To' and the name of the sender followed by 'From'.
4. The names of the receiver and sender should be followed by their full title and their department.
5. A subject line following the word 'Subject' or 'Sub: should be mentioned, clearly identifying the topic.
6. The contents or message of a memo.

The contents of the message should be brief and to the point, giving specific dates and time, if any. The language should be polite, pleasant and friendly. It should not sound bossy and instructive; it should be participative and tactfully articulated. A memo is generally used to convey a policy decision or to issue an instruction or to provide information or to record an agreement.

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Below is an example of a memo:

MEMORANDUM

24th September 2022
From: Director (Building)
Subject: Security Measures
To: The Security Manager

After three incidents of theft of scooters in the previous week from our parking shed it is important that security measures be tightened with immediate effect. A strict check at the entrance and exit gates is required. Only permanent token holders will be allowed to park their vehicles in the parking shed.

1. Identity cards:
   (a) Please issue identity cards to all the employees of the establishment with their recent photographs.
   (b) Each employee should be given a token for his/her vehicle.
2. A full time parking shed caretaker should be appointed with immediate effect. Financial sanctions to be obtained. Manager (Personnel) is consulted about the recruitment rules.
3. Please discuss these and other security measures with members of the staff.

Their suggestions will be welcome.

Sd/

Director (Building)

The short form of memorandum is memo.

Office memos are:

- Neither letters nor notices
- They give instructions and information

How to write a memo?

While writing a memo one should keep the following points in mind:

- State the subject clearly and precisely.
- Get to your main message directly.
- Make your sentences short and simple.
- Give preference to direct statements using personal pronouns if necessary e.g., instead of saying, "The chairman has desired that all section heads prepare monthly reports on the implementation of the project and submit the same to the undersigned for compilation." **You can say,** "I have been asked by the Chairman to compile all monthly reports on the implementation of the project. Please send me a report pertaining to your section by the 7th of the month."
- Break up your message into points.
- Make it brief because your reader may be a busy person and may not have time to read a long message

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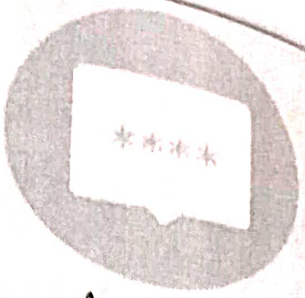
Keep your memos crisp and to the point

Always use a business-like tone



Avoid over emotional language

P&L
2/35, Block E,
Sitapura, Delhi

MEMO

Date: 22 September 2022
To: Marketing Executives, Exhibition Division
From: Director –Marketing, Exhibition Division
Subject: Change in the report of the marketing team

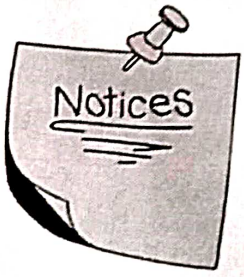
I have received some requests for change in our reports from the marketing team to the project management team. Therefore, beginning Monday, 26th September 2022, the marketing executives should include the following topics in their reports and have them in the order as given below:

1. Client company's name
2. Complete address
3. Office phone and fax number
4. Contact person and his designation
5. Contact person's cell number
6. Choice of hall number and stall size
7. Status of the deal

You are advised to submit your reports every Thursday before 4 pm. I'm sure these minor adjustments in the report template will facilitate the operations of the project management team.

3.10 WRITING NOTICES

3.10.1 Introduction



Notice is also a form of internal business communication. Where a memo is generally used to provide information to one person or one group that the writer specifically intends to reach out to a notice is used for the staff or people, in general. A memo has a personal touch and is

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sent to the individual or group concerned but a notice, meant for just every one, is put up on a notice board. Anyone can read it or nobody might.

Why do we write notices?

We write notices:

- To announce an event
- To give information to a specific group of people

Scope of Notice

Notices may cover a wide range of themes. They may announce cultural, academic and sports events; celebrations, inaugurations, excursions or competitions related to the lives and activities of the students.

Contents of a notice: A notice is always put in a box. It should contain:

- A headline/title, date and the designation of the person who signs it
- Details of the event, its time, date, venue and duration
- The organization/individual responsible for the notice
- Who to contact for further details
- The information should be presented briefly and accurately in about 5o words
- The word 'Notice' should be written

Example Type-1

Notice

Basketball Trials

Trials for the selection to the college basketball team will be held on 15 October 2022 in the gymnasium at 11:00 am. Interested students are advised to collect at the basketball court ten minutes before. Students must come in their sporting gear or else they will not be allowed to sit for the trials.

For further information you may contact:

S Sethuraman, BA-III, Roll no. 2314

(SM Raja)

Chairman

Department of Physical Education

1 October 2012

Note: In the above example, organization/College/Date isn't given. We can follow either of the formats.

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Example Type-2

You are the Council Chair of your college. Write a notice for your college notice board, giving details of the inauguration of the activities of the Literary Association. You are ParvPrakesh of Poornima Institute of Engineering and Technology, Jaipur. (Word limit: 50)

Poornima Institute of Engineering and Technology, Jaipur

Notice

1st October 2022

Inauguration of Literary Association

The Literary Association of our institution is organizing its inaugural function on 10th October 2022 at 12 noon in the auditorium. Mrs AP Sharma, Principal, Govt. College will be the Chief Guest.

Students who wish to read their poems, tell decent jokes or present musical items may give their names to me by 9th October.

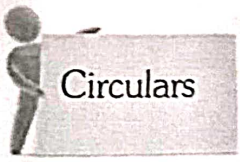
All are cordially invited.

Shreeja Chaudhary

College Council Chair

3.11 CIRCULAR

A circular is another form of written communication which is used to inform or advice the reader about something. It can be written like a letter which is sent to several persons. It is usually written once but used in the same form at different times. Therefore, it is not dated. It is addressed in a general manner and not to any particular person.



Example:

Dear Valued Customer,

Within the next 14 days you should expect to receive important authorized mail from our Sweepstakes Director. It will outline in detail your current Sweepstakes eligibility status.

You should know that as of October 2022, you are in an enviable position to have a chance to win our ₹ 1,000,000 Gold First Prize. You already stand ahead of many who have not been invited to participate in the Readers' Digest Rupees 2 million Sweepstakes.

THE SWEESTAKES DOCUMENTS DUE TO ARRIVE AT YOUR ADDRESS HAVE STRICT DEADLINES. THIS IS WHY YOU ARE ENTITLED TO RECEIVE THIS PREDISCLOSURE – TO PROVIDE YOU WITH SUFFICIENT NOTICE TO REPLY ON TIME.

BE ADVISED THAT THE POST OFFICE HASASSURED EXPEDIENT DELIVERY OF THE PACKAGE DUE TO YOU.

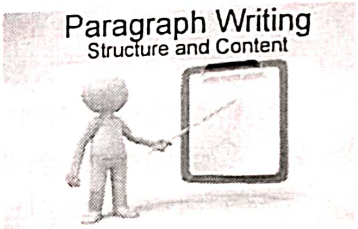
Please watch out for a yellow envelope from Reader's Digest Books & Home Entertainment marked with the same package code as above. It contains two Sweepstakes Entry Cards for you. On receipt of the documents reply in strict conformance with the instructions provided therein.

This is the only step required of you to secure your eligibility to enter the Rupees 2 million Sweepstakes for a chance to win well over ₹ 1,000,000 in Gold.

Please do not discount the vital importance of this pre-disclosure. Be sure to reply as instructed.

3.12 PARAGRAPH WRITING

There was a time when people used to think that only journalists and digital marketers should have excellent writing skills.... but now the scenario is different, one must develop their writing skills to survive in the professional field.



3.12.1 Methods of Paragraph Writing

Introduction: Paragraphs tell the readers where the topics begin and end thus helping them assimilate the contents in an organized manner. Well-structured and adequately developed paragraphs enable the readers to demarcate each unit of information and grasp them without much difficulty. A paragraph is usually around 250 words and consists of five or six sentences, although this can vary depending on the purpose of the paragraph and the total length of the piece you are writing. Paragraphs play an important role in writing because they provide a framework for organizing ideas into a logical order. Using a clear structure for your paragraphs helps the reader through the written work.

Paragraph Writing

- A paragraph, a distinct unit in prose writing, is a collection of related sentences dealing with a single topic. In other words, it is **"A group of sentences or a single sentence that forms a unit".**
- A paragraph generally comprises two to eight or more sentences.
- The basic rule about paragraphing is to keep one idea to one paragraph and several bits of supporting evidence. There can be several points in a single paragraph as long as they relate to the overall topic of the paragraph.

Paragraph Structure

A useful way of understanding paragraph structure is to think of it as a block that is divided into three sections: The beginning, the middle and the end.

A basic paragraph has the following structure:

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Topic Sentence (TS) - The Beginning

- Needs to state ONE idea clearly

Useful Tip: Always put the most important information first!

A good paragraph has a topic sentence which may be the first sentence or middle sentence or the last sentence. All sentences lead to the topic sentence.

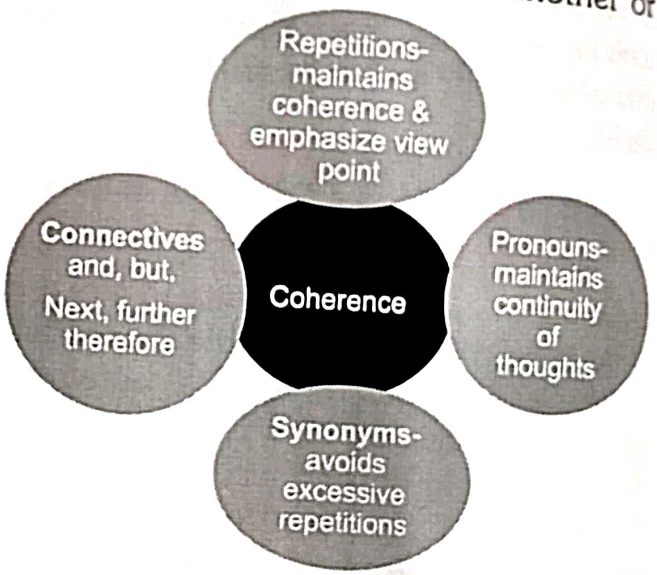
Elements of a Paragraph: There are three basic elements of a paragraph:

1. Unity
2. Coherence
3. Emphasis

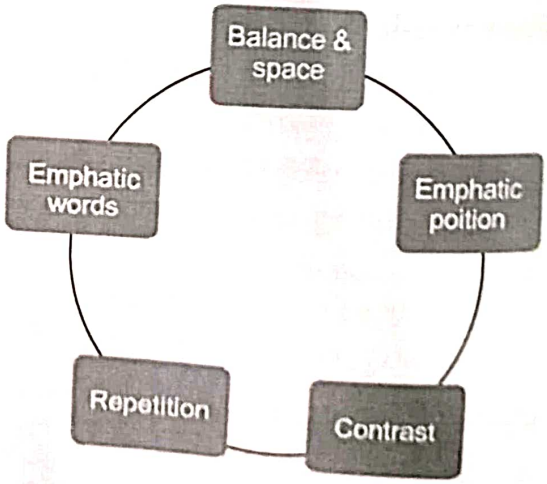
Requisites of a Paragraph

Unity	Coherence	Emphasis
Singleness	Relatedness	Prominence or force

1. **Unity:** The entire paragraph should concern itself with a single focus. If it begins with one focus or major point of discussion, it should not end with another or wander within different ideas.
2. **Coherence:** It is the trait that makes a paragraph easily comprehensible to a reader. Paragraphs can be made coherent by creating logical bridges. Thus, every sentence logically follows from the preceding one. The significant tools of maintaining coherence in a paragraph are:
   - Pronouns
   - Repetition
   - Synonyms
   - Connectives



   Along with developing a single idea, a paragraph should be well organized. The smooth and logical flow of a paragraph is called paragraph coherence. It makes the paragraph easily understandable to a reader.
3. **Emphasis:** It refers to force or prominence which makes the important points stand out in the paragraph. It is essential for writers to strategically use devices to emphasize the main idea in the paragraph. Some devices which help writers stress the key ideas are:
   - Balance
   - Emphatic position
   - Space
   - Repetition
   - Contrast
   - Emphatic words



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Methods to Achieve Unity in a Paragraph

There are various methods/orders to achieve unity in a paragraph. Some of them are:

1. **Inductive Order:** It moves from particular to general.
2. **Deductive Order:** It moves from general to particular.
3. **Question to Answer Order:** The writer starts the paragraph with a question and gives its answer in the same paragraph.
4. **Chronological Order:** This order is used when the writer documents time.

Deductive Method

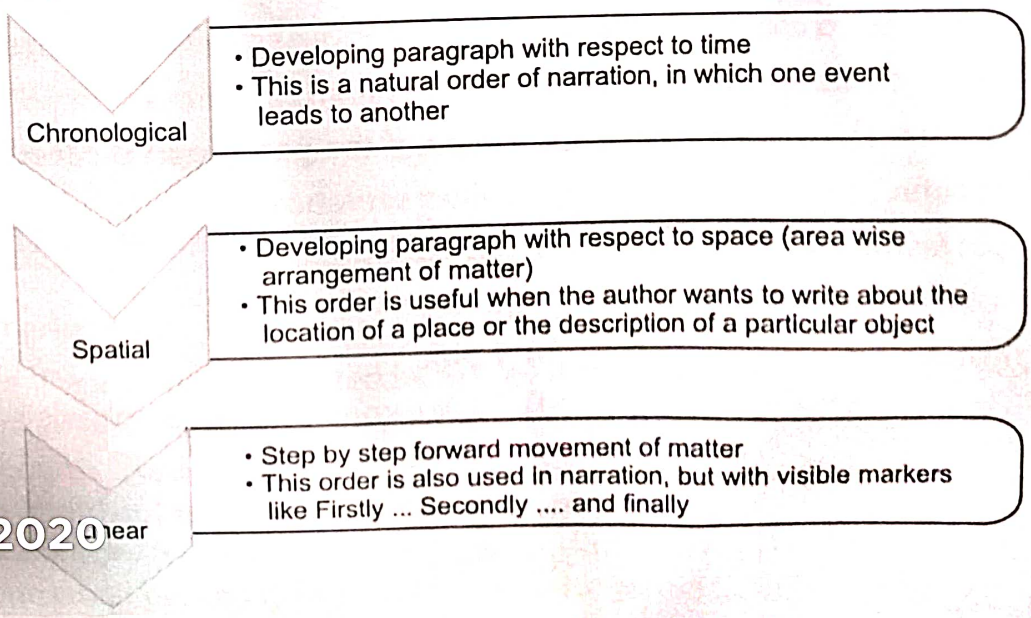
- In a deductive paragraph the author usually provides claim in the first sentence itself.
- The sentence containing the claim, which is the main point of the paragraph, is often referred to as the **'topic sentence'**.
- The topic sentence is then developed into the rest of the paragraph with evidence and reasoning supporting the initial claim.
- The writer moves from generalized to particular/specific statement/idea.

Example: Education and knowledge are desirable for democracy. It is the knowledge which differentiates human beings from animal. Man is blessed with brain by God which is everlasting. He can create knowledge. Knowledge is the awareness of a fact. Misuse of knowledge leads towards destruction of mankind. Hence, we can say that **Knowledge is power and ignorance is curse.**

Inductive Method

- An inductive paragraph begins with either evidence or reasons leading to the statement of the writer's claim at the end of the paragraph.
- Inductive paragraphs are therefore 'conclusion-oriented'.
- The main conclusion is the most important part of reasoning and usually comes at the end.
- The writer moves from specific/particular to general statement/idea.

Types/methods of paragraphs



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Spatial: Spatial order refers to space or layout. To use spatial order the setting is describe in some sort of order based on location –it could be clockwise direction or could start at the front and go to the back or go from top to bottom - so long as the things are listed in some kind of logical order. For example, if you write a paragraph about the local mall, you could organize the paragraph and begin at the entrance, then describe each section of the mall until you get to your favorite store.

Chronological: Chronological order refers to time. To use chronological order you can describe the subject by starting at the moment it began and working forward until present day or you could start by describing it as it is now then working backwards until the moment it began.

When to start a new paragraph?

- Start new points or ideas in a new paragraph. If you have an extended idea across multiple paragraphs, each new point within that idea should have its own paragraph.
- Use a new paragraph to introduce a contrasting or different position. Use a clear topic sentence to identify the main idea.
- If the paragraph becomes too long or the material is overly complex, you need to create a break to make your writing readable. Try splitting long paragraphs into two shorter paragraphs. This means you will need to write a new topic sentence at the start of the new paragraph.
- Introductions and conclusions are usually written as separate paragraphs.

Practice Quiz

1. Inductive method proceeds from:
   (a) General statements to particular statements
   (b) Particular to general statements
   (c) Ambiguous to clear statements
   (d) None of these
2. A sentence which contains the main theme of the paragraph is called:
   (a) First sentence (b) Main sentence
   (c) Topic sentence (d) Chief sentence
3. Basic requirements of a good paragraph are:
   (a) Emotion (b) Logic
   (c) Style (d) Unity, coherence & emphasis
4. Spatial method refers to:
   (a) Planets (b) Space
   (c) Places (d) Time

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5. Deductive order refers to:
   (a) Particular to general statements
   (b) General to particular statements
   (c) One particular to another
   (d) General to general

Key Takeaways

- Letters are written on a letterhead but memos are written on a plain sheet of paper or on a memo format. The format for letters and memos is different. In letters the style of writing is indirect but in memos it is direct.
- It is a group of sentences that introduces, presents and develops one main idea about the topic.
- The **Topic Sentence** is normally the first sentence of the paragraph.
- The three basic requirements of a good paragraph are Unity, Coherence and Emphasis.
- An **Inductive Paragraph** begins with either evidence or reasons leading to the statement of the writer's claim at the end of the paragraph.
- The author in a **Deductive Paragraph** usually provides his claim in the first sentence of the paragraph.
- Writing has become an important part of every professional's life. The way you convey your message, ideas and thoughts to your peers, managers and clients affects your chances of climbing the career ladder. So, waste no time and start developing effective writing skills

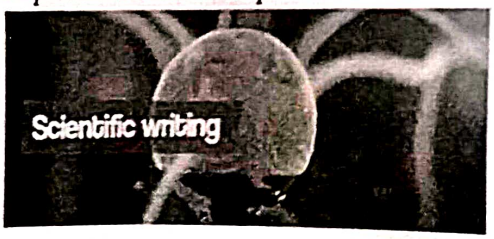
Review Questions

1. Discuss in detail the various techniques used in paragraph development.
2. Differentiate between Deductive and Inductive Order.
3. Describe the basic requirements of paragraph construction.
4. What is 'Coherence' in a paragraph?

3.13 WRITING SCIENTIFIC AND TECHNICAL REPORTS

3.13.1 Introduction

The word 'Report' has originated from the French words 'reporter' and 'report' and Latin 'Re' (back) plus 'portare' (to carry). All these words mean 'give an account: 'Report', thus, means 'to give people information about something that you have heard, seen, done, etc. It is a very formal document that is written for a variety of purposes, generally in sciences, social sciences, engineering and business disciplines. However, reports



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are also written for various types of academic pursuits such as a research report, a book report and project report and include many other kinds of report writing as well.

A report is a logical presentation of facts and information. The information is needed for reviewing and evaluating progress, for planning future course of action and for taking decisions. Reports provide feedback to managers on various aspects of the organization. Every organization has a system of routine periodical reporting on the progress and status of different activities. Besides, the management may assign certain special studies for the purpose of taking decisions. Special reports may be written by an individual or by a group of persons to whom the task has been assigned. The report is submitted to the authority that has assigned it. Reports are written for various purposes. They may be required to review performance, keep a check on a continuing activity, plan for the future needs of the organization, survey the market, submit standardized information, etc.

Classification of Reports

Reports can be classified as per the following parameters:

- **Function** – Informational/Analytical
- **Periodicity** – Routine/Special
- **Form** – Oral/Written
- **Nature** – Formal/Informal
- **Audience** – Internal/External
- **Length** – Short/Long
- **Source** – Solicited/Unsolicited

Uses of a Report

1. Basic management tool in decision making
2. Only tangible record of a professional
3. Aids in solving problems
4. Helps in planning new ventures
5. Means of disseminating information
6. Storehouse of information
7. Reveals gaps in thinking
8. Legal Instruments

Purpose of a Report: A report is an official document that is written to serve a range of purposes. Reports play a crucial communication role in all types of businesses, organizations and professions. They assist people not only in recording the important happenings but also in decision making at all levels. In every type of profession, people are asked to write and present reports for different objectives. Some of the objectives of writing a report are:

- To set a check and control over a business

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- To execute new strategies
- To keep a record of research work, events and happenings
- To study a particular situation for an effective solution
- To discuss,analyze and evaluate data
- To compare growth, profit, achievements of an organization with those of its competitors
- To give feedback, suggestions or recommendations on a particular problem.

Objectives of a Report

- Record (Experiment/Project work)
- Inform (Annual report)
- Instruct (Inspection report)
- Analyze (Policies/procedures)
- Recommend
- Persuade
- Motivate

Format of a Report

The format of a report is chosen according to the nature, scope, function, audience and length of the desired report. Some of the formats for the types of report are:

- Preprinted form – Routine information
- Memo – Internal communication
- Letter – External audience
- Manuscript – From a few pages to several hundred

1. **Routine/Periodic Reports:** Routine reports, also known as form reports, are usually written on a prescribed performa. The main purpose of these reports is to record the progress of a task, evaluate the performance of its employees and to record the success or failure of a policy. As these reports are written periodically, they are also called periodic reports. They generally include laboratory reports, progress reports, inspection reports, production reports, monthly sales reports, annual confidential reports, etc. All organizations and institutions depend on routine reports for various decisions.
2. **Memo–Internal communication:** Memo reports play a significant role in an organization. These reports are generally written to:
   (a) Co-workers to give information, express opinion or to state a viewpoint
   (b) Subordinates to provide information, explain a policy or a procedure, give instructions or to announce changes
   (c) Your boss to give information, make a request, propose recommendations,

give suggestions or to confirm an agreement. Memos are important because they ensure smooth flow of information in all directions in the organizations.

3. **Letter Reports:** Reports written in the form of letters are called letter reports. These combine the features of a business letter as well as a formal written report. They follow the format of a business letter, convey technical information to a company, contain factual information and they are written from the perspective of the readers. However, the purpose of a letter report unlike a business letter is to provide information as it is a technical document in content as well as in tone.

Technical Report Writing

A technical report is described as a written scientific document that conveys information about technical research in an objective and fact-based manner. A technical report consists of three key features of a research i.e., process, progress and results. Some common areas where technical reports are used are agriculture, engineering, physical and biomedical science. Such complicated information must be conveyed by a report that is easily readable and efficient. How do we decide on the readability level?

The answer is simple – by knowing our target audience.

Importance of Writing a Technical Report

1. **Efficient communication:** Technical reports are used by industries to convey pertinent information to the senior management. This information is then used to make crucial decisions that will impact the company in future. Examples of such technical reports include proposals, regulations, manuals, procedures, requests, progress reports, emails and memos.
2. **Evidence for your work:** Most of the technical work is backed by software. However, graduation projects are not. So, if you're a student, your technical report acts as the sole evidence of your work. It shows the steps you took for the research and glorifies your efforts for a better evaluation.
3. **Organizes the data:** A technical report is a concise, factual piece of information that is aligned and designed in a standard manner. All data of a project is written in a compact manner that is easily understandable by a reader.
4. **Tool for evaluation of the work:** Professors and supervisors mainly evaluate your research project based on the technical write-up. If your report is accurate, clear and comprehensible, you will surely bag a good grade.

A technical report to research is like Robin to Batman. Best results occur when both of them work together. So, how can you write a technical report that leaves the readers in a 'wow' mode?

Let's find out!

How to Write a Technical Report?

Approach

When writing a technical report, there are two approaches you can follow, depending on what suits you the best:

- *Top-down Approach:* In this, you structure the entire report from title to sub-sections and conclusion and then start putting the matter in the respective chapters. This allows your thought process to have a defined flow and helps in time management as well.
- *Evolutionary Delivery:* This approach is suitable if you believe in 'going with the flow'. Here, the author writes and decides as and when the work progresses. This gives you a broad thinking horizon. You can even add and edit certain parts when some new idea or inspiration strikes.

Structure of a Technical Report

A technical report must have a defined structure that is easy to navigate and clearly portrays the objective of the report. Here is a list of pages, set in the order that you should include in your technical report:

1. **Cover page:** It is the face of your project. So, it must contain details like title, name of the author and name of the institution with its logo. It should be a simple yet eye-catching page.
2. **Title page:** In addition to all the information on the cover page, the title page also informs the reader about the status of the project. For instance, Technical Report Part 1 or final report, etc. The name of the mentor or supervisor is also mentioned on this page.
3. **Abstract:** Also referred to as the executive summary, this page gives a concise and clear overview of the project. It is written in such a manner that a person only reading the abstract can gain complete information about the project.
4. **Preface:** It is an announcement page wherein you specify that you have given due credits to all the sources and that no part of your research is plagiarized. The findings are of your own experimentation and research.
5. **Dedication:** This is an optional page when an author wants to dedicate their study to a loved one. It is a small sentence in the middle of a new page. It is mostly used in theses.
6. **Acknowledgments:** Here you acknowledge the people or the parties and institutions who helped you in the process or inspired you for the project.
7. **Table of Contents:** Each chapter and its subchapter is carefully divided and noted in this section for easy navigation of the report. If you have included symbols then a similar nomenclature page is also made. Similarly, if you've used a lot of graphs and tables, you need to create a separate content page for that. Each of

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these lists begins on a new page.

Proofreading: If you think your work ends when the report ends, think again. Proofreading the report is a very important step. While proofreading you see your work from a reader's point of view and you can correct any small mistakes you might have done while typing. Check everything from content to layout to the style of writing.

Presentation

Finallyis the presentation of the report in which you submit it to an evaluator.

- It should be printed single-sided on an A4 size paper, double-side printing looks chaotic and messy.
- Margins should be equal throughout the report.

Significance of Reports

Reports are very important in organizational life and for general administration. Very often decisions are taken on many controversial and problematic issues based upon some reports. Members of an organization or a committee or a department, etc. can know many relevant and material facts about the organization or committee or group itself or of other organizations', committees or groups through reports thereon. General administration is guided by different kinds of internal and external reports.

Types of Reports: Reports may be routine or special. Routine reports are periodical and usually prepared by filling in printed/cyclostyled forms to convey information about the progress or status of work/tasks. They are submitted at regular intervals or soon after the completion of the task.

Special reports are required when a special situation or problem arises. An individual or a committee who have knowledge and understanding in the field/subject, is appointed to investigate and study a specific problem, collect information related to it, and make suggestions to help the management to take a decision.

Types of reports:

Types of Reports	
Routine	**Special**
Progress	FIR
Inspection	Investigation
Performance Appraisal	Feasibility or Survey
Periodical	Project

A report may be defined as a statement or an account, either big or small, on some happenings, findings, observations or recommendations prepared either by an individual or by a group. A report may be oral or written.

It may be prepared by a single individual (like a secretary or a departmental head or an investigator) or by a group of persons or a committee or a sub-committee. A report may

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be prepared at regular intervals of time (like annual report of an organization or a monthly report by a branch to the head office) or only once (like a report by an enquiry committee).

Routine Reports

Routine reports are usually forms in which blanks have to be filled or multiple-choice statements to be ticked. Report forms must be prepared carefully to ensure that the management gets complete information.

The following are some routine reports:

(a) **Progress Report** gives information about the progress of a project or a task which is in the process of being completed such as construction of a building or manufacture of products or implementation of a scheme. This report is also prepared by periodically filling in a standard form.

(b) **Inspection Report** is submitted as soon as an inspection is carried out. It is necessary for detecting any irregularities or deviations from standard practice, in day-to-day work, for example, internal audit reports. Printed forms and guidelines for checking may be provided by the authorities otherwise, experts in the field like engineers, auditors, etc., use their own guidelines and formats for inspection reports.

(c) **Performance Appraisal Report** is periodical and usually prepared by filling a form. It is meant for assessing and recording the performance of an employee.

(d) **Periodical Report** is prepared at regular intervals on the working of a section or a department. The information required is of a routine nature and can be easily tabulated hence, it is prepared by filling a form.

Special Reports

(a) **First Information Report (FIR)** is required when there is a disaster like fire, building collapse, robbery or an accident in an organization. It is prepared by a responsible person on-the-spot or the person in charge. A first information report is always written by an individual.

(b) **Investigation Report** is written after making a thorough study and inquiry. An investigation is made when there is a problem and the management needs to find out the causes of the problem and needs suggestions for solving it.

(c) **Feasibility or Survey Report** is required when an organization intends to launch a new product in the market, introduce a new service, or make any major changes that may affect the company's customers.

(d) **Project Report** is written after a proposal takes shape and after the preliminary survey has been completed. It describes the proposal as projected into the future showing the cash flow and expected results. It is used for planning and also

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convincing others, especially sanctioning and funding authorities like government departments and banks. A project report may be prepared on their own by persons who want to get their proposal approved or sanctioned.

Structure of a Report

A report is divided into sections with headings so that the collected information can be presented in a form that is easy to read and can be referred to. A covering letter usually accompanies the report.

1. An Individual Report
2. A committee Report
3. The Covering Letter

The structure or format of a report consists of:

- Front Matter/Prefatory Element
- Main Part/Body
- Back Matter

Cover Page/Title Page

1. Classification (Top left)
2. Report No. (Top right)
3. Frontpiece
4. Title
5. Submitted to...
6. Submitted by...
7. Date
8. Name of the organization

Preface

- Only in published reports
- Links the reader and the writer
- Factors that lead to the report
- Organization (Contents in brief)
- Highlights (Important observations & findings)
- Significance
- Acknowledgements

Letter of Transmittal

- A covering letter in place of a preface
- Objectives/Terms of Reference

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- Scope & Methodology
- Highlights
- Important results/suggestions
- Any other details which help in better understanding

Transmittal Letter includes:

- A salutation (e.g., Dear Mr Kumar)
- The purpose of the letter (e.g., Here is the marketing report you commissioned)
- The main findings of the report
- Any important considerations
- Acknowledgement of any particular help
- Thanks

Example:

Dear Mr Kumar,

Enclosed is the report you commissioned on 12 May 2020 on the Tourism Industry in Peacock Island, NSW.

The main findings of the report are that the growth of the industry has been substantial (35% since 01 January 2009) due to increased awareness and interest in the peacock population of the island; that the peacocks' nesting habits are beginning to be disrupted by tourism; that tourism on the island needs to be carefully managed so the peacocks are no longer disturbed by the increase in human activity; and, that the government should consider placing some restrictions on the tourist numbers and designate appropriate peacock viewing areas.

It should be considered that the Mayor of Peacock Island, Ms Annabelle Devereaux was unavailable for comment throughout the period in which this report was being researched, so her input should be sought before any further decisions are made.

I would like to acknowledge the assistance of the Peacock Island Tourism Board and particularly the Chief Administrator, Jan Stevenson, in writing this report.

Finally, I would like to thank you for the opportunity this report gave me to familiarize myself with the environment of Peacock Island and its inhabitantsand to develop my research skills which will be invaluable for future projects.

Regards

Front Matter

- Acknowledgements
- Table of Contents
- List of Illustrations
- Abstract/Executive Summary

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Abstract v/s Summary

Abstract	Summary
• Essence	• Summary
• 2-5%	• 5-10%
• Specialist-to-specialist	• For all readers
• Qualitative	• Qualitative & Quantitative
• No illustrations	• May include illustrations

Main Part/Text

- **Introduction:** Provides background information and links it to the aims and objectives, scope and limitations of the report
- **Methodology:** Methods of data collection and procedures of investigation, e.g. library, interviews, internet, surveys
- **Discussions:** Findings and analysis
- **Conclusions:** Significance and meanings
- **Recommendations:** Suggestions

Back Matter

- **Appendices:** Supporting material
- **References/Bibliography:** Primary & Secondary sources (APA/MLA/Chicago Manual of Style)
- **Glossary:** Difficult words with explanations
- **Index:** A quick guide arranged alphabetically

Check Your Knowledge

Tick the correct answer:

1. Which of the following is not a part of a report?
   (a) Summary (b) Introduction
   (c) Intermission (d) Title
2. Which of the following is a part of a report?
   (a) Explanation (b) Appreciation
   (c) Reservations (d) Recommendations
3. Which of the following is not a characteristic of a formal report?
   (a) Objectivity (b) Ambiguity
   (c) Clarity (d) Accuracy
4. Abstract is _____ in nature.
   (a) Qualitative (b) Quantitative
   (c) Both (a) and (b) (d) None of the above

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5. Appendix contains
   (a) Questionnaires
   (b) Related charts and figures
   (c) Additional information
   (d) All of these

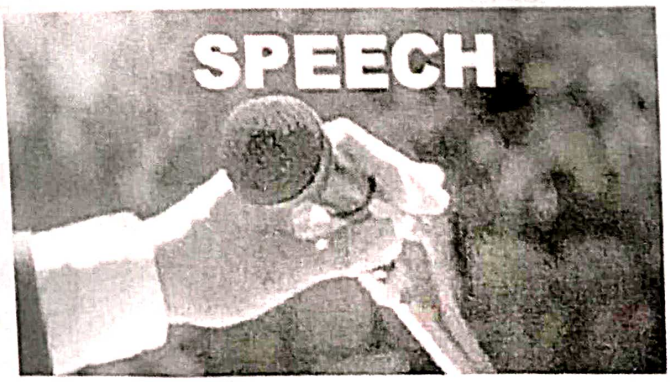
Key Takeaways

- 'Report are' – To bring back
- Factual and systematic account
- Information, analysis and action
- Meant for a well-defined audience
- Impartial and objective
- May contain recommendations/suggestions
- Report is a formal documentation of a problem/information/idea/incident
- Report is important for documenting, recording, referencing, analyzing a problem
- Various formats to write a report
  - Preprinted
  - Letter
  - Memo
  - Manuscript

Review Questions

1. What is the importance of reports?
2. What are the features of a good report?
3. Write a report for the local newspaper of your city covering the annual function of your college.
4. Prepare a press report on a bus accident that has taken place near your city.
5. What is a technical report? What is its use for engineers?
6. Write a note on the characteristics of a good report.
7. What is scientific accuracy of details essential to a report?

3.14 SPEECHES AND PRESENTATION



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Introduction

A speech is a talk given to a large gathering; its content is light. It is given on occasions like an anniversary or an inauguration; its purpose is usually to encourage, appreciate, congratulate or entertain; it is followed by applause from the audience. On the other hand, a presentation is heavy and is delivered to a small, knowledgeable audience at a conference, a seminar or a business meeting; its purpose is to inform, explain, persuade or present a point of view; it is followed by questions from the audience. Persons in responsible positions must be good speakers as there are many occasions when they are required to address an audience. Being able to speak well is an asset in any profession. Speaking skills can be cultivated and developed with some knowledge of the formal aspects of public speaking and with practice.

Speeches and Preparation: The most important requirement for a speech or presentation is preparation. Even persons who have natural skills in speaking need preparation to deliver a good speech.

Preparation in four stages:

- Finding the environment in which the talk is to be delivered
- Preparing the text and the required visuals
- Taking care of one's physical appearance and body language
- Practicing delivery of the talk

Delivering a Speech: Conquer Your Fear

"Public speaking is not a talent—it is a skill. Top presenters have total control of their fears. They make fear their slave, not the master."

Work on yourself before facing an audience:

- Investigate your fears
- Breathe deeply and slowly
- Practice makes a man perfect
- Visualize your success
- Sleep well the night before
- Knowledge of audience and Locale

"Once audience analysis is done, half the battle is won".

Confidence in public speaking allows you to:

(a) **Focus on Helping your Audience:** Audience is the focal point of the entire communication. The main reason some public speakers lack confidence when stepping on stage is because they are focused on whether or not they will somehow "screw up." The thing is that you shouldn't really be focused on yourself at all. Having confidence comes from focusing on your audience, their needs, their problems and how you can help them solve their problems. A confident speaker

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knows the audience sees him as an authority and want him to be successful. His success ultimately means their success.

(b) **Be Clear and Concise:** Confidence allows public speakers to speak with clarity. When you are calm and focused, you can manage your thoughts better. Confidence also helps speakers to speak slowly so they are understood and can answer the questions from the audience.

(c) **Create Relevant Content:** Speakers can create content in two ways:

- They can create content that makes them look smart, or
- They can create content that is 100% relevant to their particular audience and address their needs and concerns in an authentic way.

When you lack confidence, you tend to create the first kind of content. When you are filled with confidence you are able to create relevant content.

(d) **Handle Murphy's Law Scenario:** It is not uncommon for speakers to have to deal with unexpected challenges before and during their presentation. This could mean tech issues, late stragglers or having a complete mind blip moment. Confident speakers take these challenges in their stride. They don't panic, they handle the situation like a pro and you never even see them sweat.

(e) **Be More Engaging:** Confidence breeds' charisma and charisma is something that attracts us all. When a speaker without confidence takes the stage we instantly sense it and tune out because we don't want to watch the inevitable wreck. But when a confident speaker takes the stage, we are instantly captivated and engaged. We sit forward in our seats and listen to every word the speaker says. Confidence grabs and holds the attention of the audience.

(f) **Build Trust:** A major benefit of public speaking is that it helps you to build trust with the audience, giving them a reason to check out your products and services. But what happens when a speaker lacks confidence? He comes across as a bit shady or having something to hide. Confidence projects authority and also a sense of transparency. Since you seem like you have nothing to hide, an audience is far more apt to trust you and wants to find out more about what you have to offer.

How to Become a Confident Public Speaker:

1. Be Prepared
2. Don't try and be Perfect
3. Be Yourself
4. Take Care of Your Health

Most people in an organization are constantly involved in oral communication of all kinds. You need to be aware of the subtle, non-verbal communication which accompanies oral communication and cultivate it. A person who has cultivated it to a high degree strikes the audiences as a "polished speaker" and can carry the meeting effectively.

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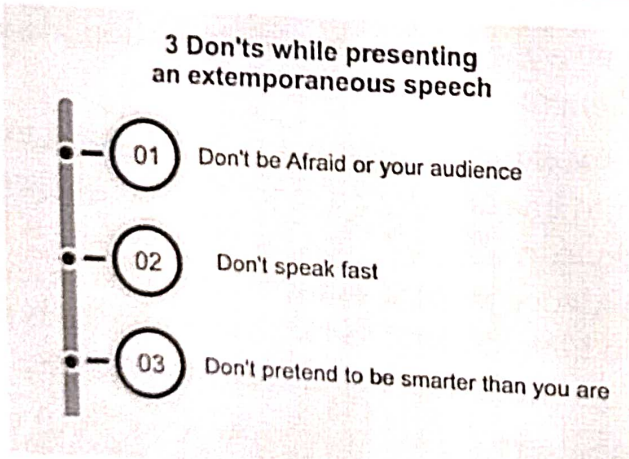
Public speaking has always been challenging. It is an intrinsic part of anybody's job. A public speech or lecture, with or without microphones, has a face-to-face setting, but the distance between the speaker and audience is large; this distance increases as the audience gets larger as in an open-air public meeting. The purpose of public speech may be to entertain, to encourage or to inspire. Much depends on the speaker's skill in using gestures and using the microphone.

Nuances & Modes of Speech delivery: Speaking in public is more formal than talking. During a speech, you should present yourself professionally. This doesn't mean you must wear a suit or "dress up" (unless your instructor asks you to), but it does mean making yourself presentable by being well groomed and wearing clean, appropriate clothes. It also means being prepared to use language correctly and appropriately for the audience and the topic, to make eye contact with your audience and to look like you know your topic well.

While speaking has more formality than talking, it has less formality than reading. Speaking requires meaningful pauses, eye contact, small changes in the word order and vocal emphasis. Reading is a more or less exact replication of words on paper without the use of any non-verbal interpretation. Speaking provides a more animated message as you will realize if you think of some good speakers.

This is the most important segment of any presentation. It's not enough to just know what to say, but also how to say it.

3.15 MODES OF DELIVERING A PRESENTATION



There are four modes of delivering a presentation:

1. **Extemporaneous:** Extemporaneous speaking is the presentation of a carefully planned and rehearsed speech which is spoken in a conversational manner using brief notes. By using notes rather than a full manuscript the extemporaneous speaker can establish and maintain eye contact with the audience and assess how well they are able to understand the speech as it progresses. The opportunity to assess is also an opportunity to restate more clearly any idea or concept that the audience seems to have trouble in grasping.

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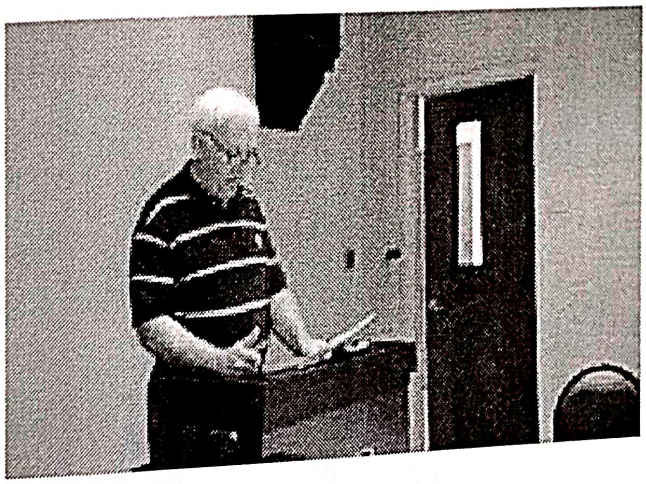
Advantages:

- The available time gives an opportunity to give a good presentation.
- The presentation will sound natural and spontaneous to the audience which will then establish a rapport with them.

Disadvantages:

- Inadequate preparation can make one uncomfortable
- Chances of rambling (confusion) are very high
- The presentation may fail if the person does not have the proficiency of language

2. **Manuscript:** (Reading from manuscript/notes)



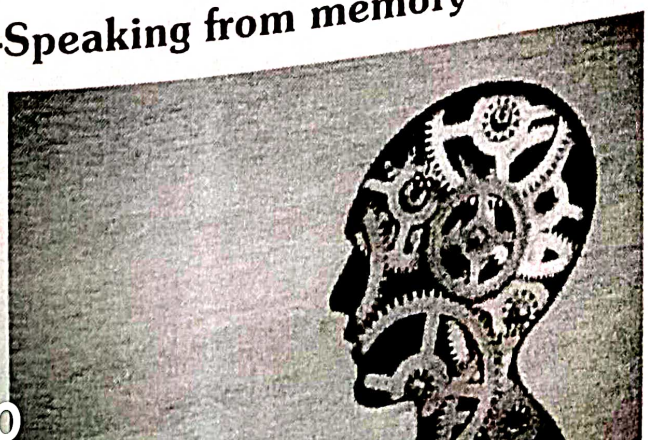
Advantages:

- It is a permanent and accurate record of what the speaker is saying
- There is no chance of tampering with facts and figures
- The material will be systematically organized, i.e., step-by-step development of an idea

Disadvantages:

- Reading the manuscript allows less time for eye contact with the audience
- There is not much scope for non-verbal communication
- Adaptation is difficult
- In the absence of effective reading skills, the presentation will result into a loss of attention from the audience

3. **Memorization—Speaking from memory**



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Advantages:

- It is easy for speakers to maintain eye contact with the audience
- The speaker can easily use appropriate non-verbal cues
- It is possible to finish the speech in time

Disadvantages:

- Memorization requires a lot of preparation time
- There are more chances of getting monotonous
- No flexibility or adaptation is possible during presentation
- Forgetting any part of the presentation can be very frustrating

4. **Impromptu:** Made or done without previous preparation.

Advantages:

- Sounds natural because there is no pre-preparation
- Gives the chance to express one's ideas irrespective of what others think
- The speaker is spontaneous

Disadvantages:

- The presentation lacks organized material and so there is unorganized development of thoughts
- Chances of rambling are very high
- The presentation may fail if the person does not possess proficiency in language
- There are different elements to be taken into consideration while delivering a presentation.

Understanding the environment: The environment includes the venue, the organizers, the occasion, the time available, other speakers if any, the audience and one's position in relation to the audience.

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The Venue

The speaker should be familiar with the physical environment of where he has to give the presentation. If it is on your home ground, a check of the room and all the required equipment a few minutes before the talk should suffice. If it is outside, you must make effort to become familiar with the room, the seating arrangement, the speaker's position (is there a platform? Is there a mike? Is there a podium? Is its height comfortable? Will it have to be avoided? Can it be avoided?), lighting and ventilation, visual aid equipment and its position.

The Organizers

You should find out everything possible about the organizers; the name of the organization, names of the president, the secretary, office-bearers and any other important person who might be sitting on the dais with you.

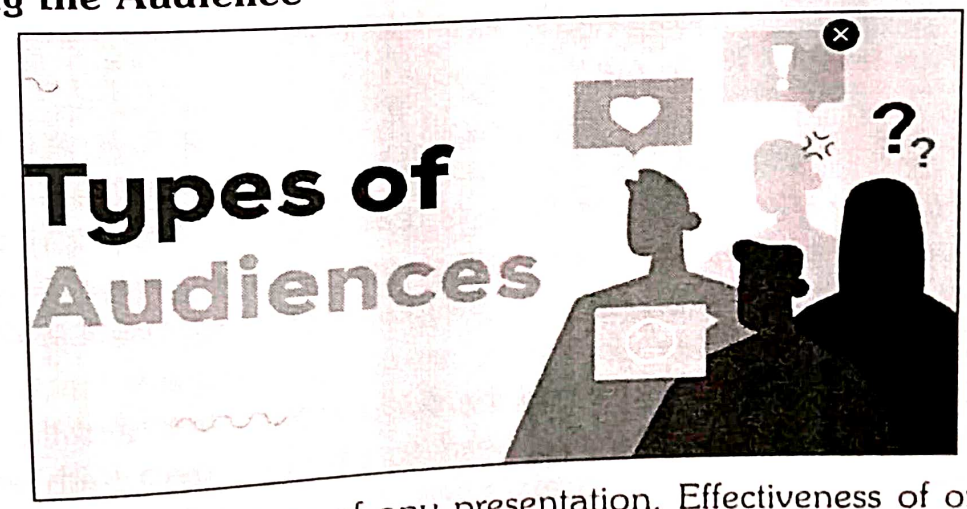
Time Available

Always check beforehand the time that has been allotted to you. Check this on being invited and before you accept the invitation. Preparation depends on the given time. It is necessary to keep strictly within the allotted time. The right time to arrive at the venue and the right time to depart are also important. Some organizers may expect that you stay to meet the audience after the speech. It is courteous to keep time to interact with members of the audience.

Other Speakers

It is useful to know about all the people who are involved. Find out if there are other speakers and their backgrounds, the topics on which they will be speaking, their points of view, their expectations from you and whatever else can be found out.

Understanding the Audience



The audience is the receiver of any presentation. Effectiveness of oral presentation is directly related with the extent to which it is understood and accepted by its audience. The [illegible] analysis should be made both before and during the presentation. The more you know about your audience, the more effective you can make your presentation.

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Characteristics and size of the audience should be studied well before the start of any presentation. Attention, response and reaction of the audience should be studied during the course of the presentation.

You should consider the audience as the person to whom the message is being sent. In other words, audience is the receiver of the message. Audience is the focal point of the entire communication process. To a large extent the success of any communication process depends upon the habits, perceptions, status, knowledge and attitude of the audience. Therefore, it is inevitable to know more and more about the audience. In a communication process, there may be different types of audience:

1. **Initial Audience:** Initial audience is the person who receives a message first and transmits it to others. He is also known as carrier audience.
2. **Gate Keeper Audience:** Gatekeeper audience is the person who decides whether the message should be delivered to the primary audience or not. He can stop the message from reaching the primary audience. In a large organization, the secretary can be considered as the gate-keeper audience.
3. **Primary Audience:** Primary audience is the real person for whom the message is sent. He decides whether to accept or refuse the message. He has to decide whether to act on the message or not and how to act on it.
4. **Secondary Audience:** Secondary or "hidden" audience includes anyone who may indirectly receive a copy of the communication. Such an audience needs to approve, will hear about or be affected by your message.
5. **Neutral Audience:** These will be the kind of people who are directly or indirectly interested or who don't want to invest in your idea. Let's say that these people are on the fence, i.e., neither here nor there about the idea that you are trying to sell. You need to be extremely careful not to offend this audience because you want them to invest in your idea or philosophy and not tip them in the other direction.
6. **Hostile Audience:** These are the people who are in strong disagreement with your ideas. Don't panic! Not everybody in the world wants to agree with or listen to you. Therefore, you need to come up with a common ground, a starting point to relate to your audience. Try to think of reasons why they don't agree with your viewpoint, play the devil's advocate with yourself and ask yourself what you might be leaving out. Always consider why people are not agreeing with your point of view and try to counter it.
7. **Uninformed Audience:** These are the people who are unfamiliar with the topic of discussion. As the speaker you need to provide them with everything they might need to know about the topic. Here you will need to figure out how much information you should provide to them. This will also depend upon their level of knowledge about the topic. Be cautious of not bogging down the audience with too much information. Pick and choose the key points that will help them wrap their head around the topic without being mentally exhausted.

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8. **Expert Audience:** The audience here is already in tangent with what you are telling them so the biggest mistake you can make is to give them a background to the topic. The people you are catering to already have the required information therefore, you need to tread a cautious path while delivering your speech, giving the audience something new that they are uninformed about.
9. **Business Audience:** Time is money for this audience and they don't have the patience to sit through your storytelling therefore, you need to keep it short. You need to be polite and concise—brevity is an absolute virtue. Make sure they understand that you are talking about them and not yourself, especially if it is something that they wouldn't want to hear.

The key to a successful presentation is never to think that your audience is over-informedor under-educated!

You'll need to analyze your audience in order to communicate effectively and hold and keep their attention.

Audience Analysis: It is important to analyse the audience so that you can:

1. Understand the value of acknowledging your audience.
2. Understand how to choose a worthwhile topic.
3. Adapt your speech to your audience's needs.
4. There is virtue in speaking with credibility.

An audience is a group of listeners or even readers who read a particular piece of writing. One should anticipate the needs or expectations of the audience in order to convey information or argue over a particular claim. The audience might be your instructor, class-mates, the president of an organization, staff of a management company or anybody else.

Specific Technique for Specific Audience

Audience analysis involves identifying the audience and adapting a speech as per their interests, level of understanding, attitudes and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner. Before making a presentation, the presenter must know the audience that he or she is going to address. The presenter should have an idea of the number, nature, needs, level of knowledge and likely attitude of all those who will be going to receive the message. These factors will determine the language of delivery and the selection of inputs. Understanding the audience's needs will help the presenter in focusing the presentation on issues that would be of interest to his or her listeners. Knowing the likely attitude of the audience in advance will make the presenter feel more confident.

All members of a group will not have a similar attitude and as individuals they are bound to respond differently. Also, presenters should keep in mind that different persons attending the presentation may be looking for different information which is based on their interests or needs. Therefore, at the outset the presenter must define the focus and scope of the presentation.

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Determining your Audience Type

You need to know your audience before you start writing or presenting.

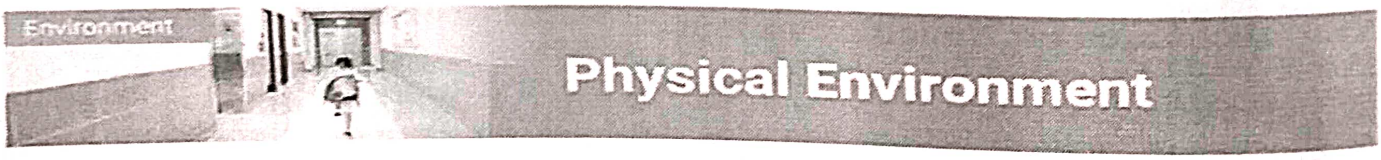
- Who they are (age, sex, education, economic status, political/social/religious beliefs)
- What level of information they have about the subject (novice, general reader,specialist or expert)
- The context in which they will be hearing your speech, attending the presentation or reading a piece of writing (in a newspaper, textbook, popular magazine, specialized journal,on the Internet and so forth).

Guidelines to analyze an audience include finding answers to the following questions:

1. Who is the audience?
2. Why are they attending the presentation? What are their needs?
3. What is their background and level of knowledge in relation to the subject ofthe presentation?
4. How many people will be there?
5. What is their attitude towards the subject and the speaker?
6. What does the audience expect will be the outcome of the presentation?

The last question is the most important and needs to be understood and answered clearly. The answer to it will clarify and define the speaker's purpose. It will also help the presenter understand the audience's expectations.

Locale: (Physical environment)

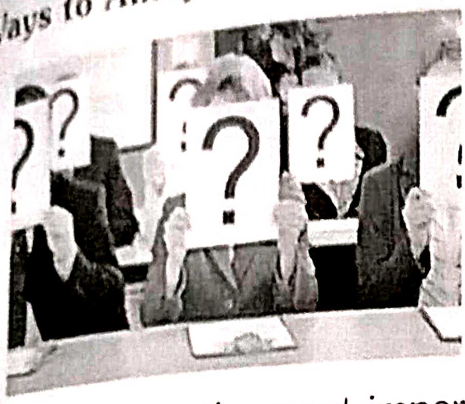
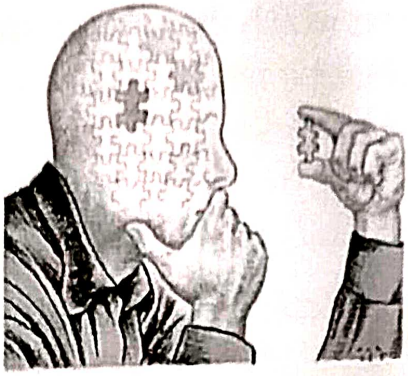
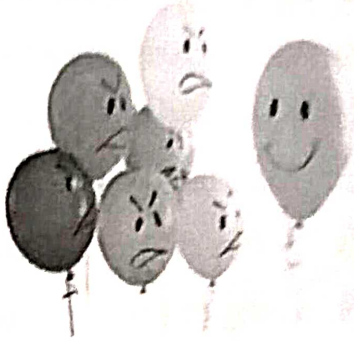


Locale means the physical environment. The presenter should have knowledge of the place where he has to speak. The environment, the location, place, stage, lighting and sound play an important role in the presentation.

The speaker should also know about:

- The place of presentation
- If a table or a podium will be provided
- Seating arrangement, room temperature and lighting
- Visual aids available

Ways to Analyze the Audience:

Audience is the most important for any speaker and requires careful analysis. The talk or presentation must be in a form and style that suits and interests the audience. The content and the tone of the speech depends on the nature of the audience.

Age Group: This is one of the factors to be taken into account and the following may provide a clue:

- Children love to listen to stories and are interested in dramatic presentations. The emotions of joy and sorrow can be aroused through stories; ideas must be built up from familiar surroundings.
- High school and college students (teenagers) like to be treated like adults. They are responsive to new ideas, appreciate an honest straightforward approach, can be roused to idealism, but are also likely to be critical; they expect well-prepared, informative presentations. Visual aids are effective.
- Young adults are the most sophisticated audience with a wide range of interests and progressive attitude. They like new projects and ideas but they are also very critical.
- Middle-aged audience is conservative and does not accept new ideas easily. They have more knowledge and experience of life but may not be very enthusiastic about changes or new ideas. They listen with a lot of interest but do not accept easily.
- Senior citizens are usually interested in information about new developments and what is going on in the world.

Audience Status

You need to know the educational and economic status of the audience. Highly educated audiences of any age group are more critical. The rich, as a class, do not favor social changes. The nature of the audience is determined by the occasion. If it is the opening of a study centre for visually handicapped there would be people with visual impairment in the audience; an annual convention of a women's organization would have a predominantly female audience; an annual gathering of a school has an audience of children. One must take care of the words one uses in the speech and must not refer to anything that might

Organizing Content

There are some important points which the speaker must keep in mind for organizing the content of the presentation:

1. Nature of message
2. Audience Analysis
3. Scope of presentation
4. Long or brief presentation
5. Choice of visual aids
6. Style

Structure of the Presentation

To attract the attention of the audience, always start with some saying or quotation, then go on with the introduction:

1. Welcome the audience
2. Introduce the subject in the beginning
3. Outline the structure of the presentation

Selection of Words: Words are the vehicles of communication. One and the same theme presented by different persons carry different impressions and effect. The words you select for your speech should add to your presentation and to the understanding of your audience.

Use of Voice: Use of voice helps in delivering controlled, interesting, rational and comprehensive message.

The following points should be considered in this respect:

(i) **Volume** of voice should be according to the size of audience and environmental factors. You need not shout to be understood.

(ii) **Tone** of your speech should be according to the status and attitude of your audience. Speaking softly increases the concentration of the audience.

(iii) **Pitch** of your voice should indicate that you have finished a particular point and you are taking up the next point. It makes the speech coordinated and effective.

(iv) **Speed** of speech should be according to the need of message. Speaking at one constant speed does not carry a good impression. Presentation should begin slowly and be speeded up as you get into the flow.

(v) **Specific points** of your speech should be stressed upon.

Semantic Barriers: Semantic barriers are related with the language of speech. It should be simple and of common usage. It should match the standard and status of the audience.

Cognitive Barriers: Cognitive barriers are related with the feelings, opinions, attitudes, behaviour and experience of both the presenter and the audience.

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Compliance: Compliance between the presenter and audience makes the presentation much more effective.

Personality of Presenter: Personality of the presenter bears an important relation with the effectiveness of the presentation. The following points should be considered in this respect:

(i) Be dressed in a comfortable manner.

(ii) Keep an attractive posture. One should look comfortable, natural, alert and attentive.

(iii) Walking during presentation can be good or bad depending upon the need of the presentation and the way you do it. However, too much walking carries a negative impression.

(iv) One should walk only when you are sure that it will add to your presentation.

(v) Facial expression of the presenter should be natural and convincing. Eye contact is very important in oral presentation. It tells about the sincerity, goodwill and flexibility of the speaker.

Answers

At the end of the presentation, questions should be invited from the audience and efforts should be made to answer them in as straight-forward manner as possible. If you find yourself unable to answer a question you should assure the audience to reply to it afterwards.

Body: The body of the presentation should be well-structured, divided up logically with plenty of carefully spaced visuals. The main body of the presentation can be organized on any of the following orders:

1. **Inductive Order:** It moves from particular to general.
2. **Deductive Order:** It moves from general to particular.
3. **Question to answer:** The speaker or the writer begins by asking a set of questions.
4. **Chronological Order:** When the writer has to document time, this order is used.

Points to remember while delivering a presentation:

1. Do not hurry
2. Be enthusiastic
3. Give time on visuals
4. Maintain eye contact
5. Modulate your voice
6. Look friendly
7. Keep to your structure
8. Use your notes
9. Signpost throughout
10. Remain polite when dealing with difficult questions

Audio-Visual Aids: Visual aids helps your presentation to be more effective and reaches your objective. Visual aids add impact and interest to a presentation. They enable you to appeal to more than one sense at the same time thereby, increasing the understanding and retention level of the audience.

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Body Language: Body language **(Kinesics)** is a form of non-verbal communication in which messages are transmitted through the movements of different parts of the body.

Voice Dynamics: Voice has many features such as 'vibrant', 'thick' or 'flat' with non-verbal expressions such as a furrowed brow or expansively stretching out one's arms.

There are various voice dynamics:

Intonation: Voice varies as per the emotions. Various pitch patterns in the voice are referred as intonation. No two individuals are alike in their intonation, but you should be cautious against drawing any firm conclusions as to the meaning of a particular intonation without knowing the speech habits of a person's linguistic community.

Rhythm: The combination of stressed and unstressed words makes rhythm into language. As individuals we tend to be more or less terse in our rhythms. To accent certain syllables more definitely, to lengthen more vowels, to shorten unaccented vowels more freely; but rhythm is also determined by the cultural background in which we grew up and the habits of that speech community as well as of the one to which we currently belong.

Reactive continuity of speech: A number of people speak brokenly, in uneasy splashes of word groups while others speak continuously.

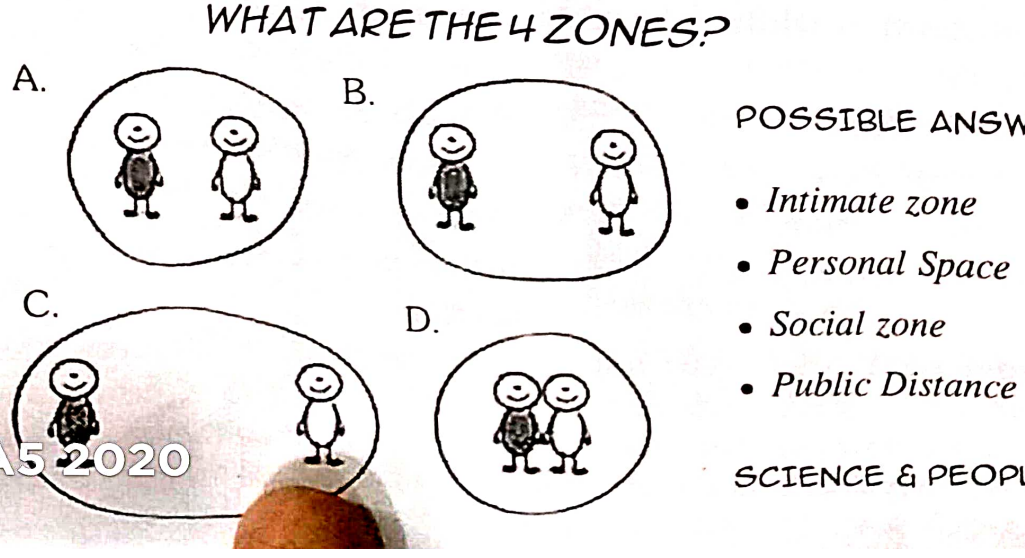
Speed of speech: We can be slow or rapid in our utterances only in the sense that we speak above or below certain socialized speeds.

Vocabulary: Personality is largely reflected in the choice of words but here too, we must distinguish carefully the social vocabulary norm from the more significantly personal choice of words.

Pronunciation: There are very limited variants of pronunciation though we do nevertheless, find highly individual variants.

Time Dimension: It is said that killing time is not murder, it is suicide. Management of time is the most important thing in making a good presentation. If the speaker takes a lot of time in his presentation, his speech will become dull and uninteresting for the audience. The speaker should sum up his presentation within the allotted time.

What is space language?



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Our interaction with others has a well-defined spatial dimension or distance between us and other people which tells us about our relation with others and the nature of our communication. Space language is of four types:

1. Intimate
2. Personal
3. Social
4. Public

1. **Intimate:** The space in this zone starts with a personal touch and extends up to 18 inches. Generally, parents and their children, family members or relatives talk in this zone.
2. **Personal:** When the space extends from 18 inches to four feet, it is recognized as personal zone. Communication between officer and employee, colleagues and close friends fall in this zone.
3. **Social:** A formal communication takes place in this zone. We use body language, eye contact along with words. Relation between the persons engaged in this zone is formal. Its radius is 4 feet to 12 feet.
4. **Public:** This zone starts from 12 feet and extends up to no limits. Generally, political leaders use this type of communication to deliver their speech.

Preparing the Text: The most important thing in preparing the text is to decide exactly what to say, find out the required information and give it a proper shape. It must be logical and have a smooth flow from one point to the next. For beginners, it is advisable to write down the whole speech including the address, the opening sentences and the ending sentences.

Length: The talk must comfortably fit into the time available. The average speed of speaking is 150 words per minute, but you should find your own speed by "delivering" a speech.

Style: A talk is not a written text being read out; it should be in the form of a conversation. The style of speech is different from the style of writing. While speaking the sentences must be short to enable the listener to grasp them at once. The tone of the speech is less formal than the tone of writing.

Humor: Adding humor to a talk makes it more interesting and personal and makes the audience more attentive; but it is not easy to be humorous. If the presenter or speaker is planning to create or add humor it must be light and enjoyable, relevant to the topic and above all, should not embarrass or hurt the feelings of any listener.

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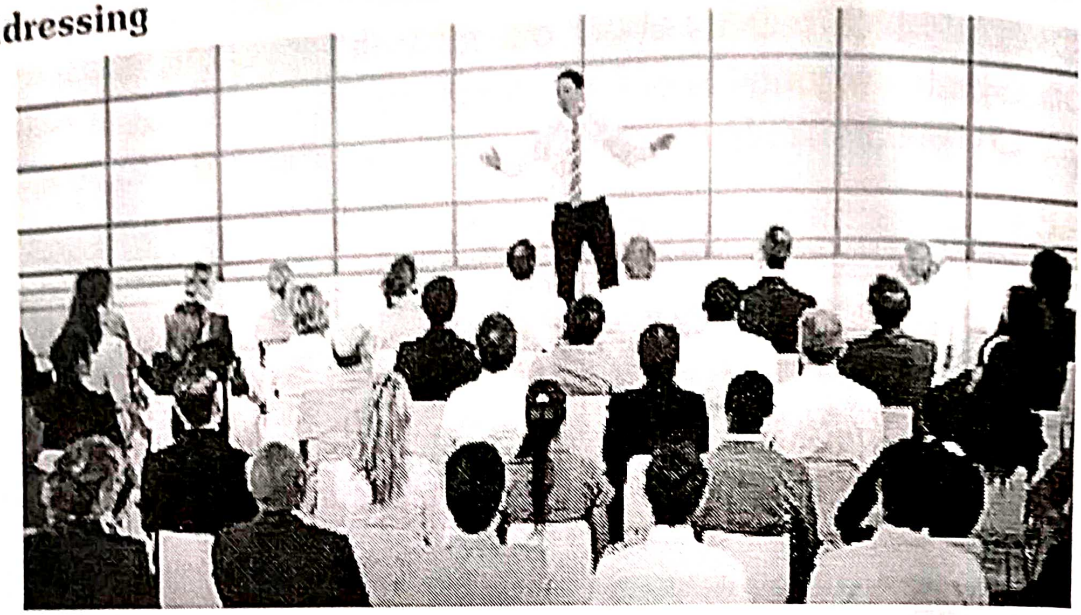
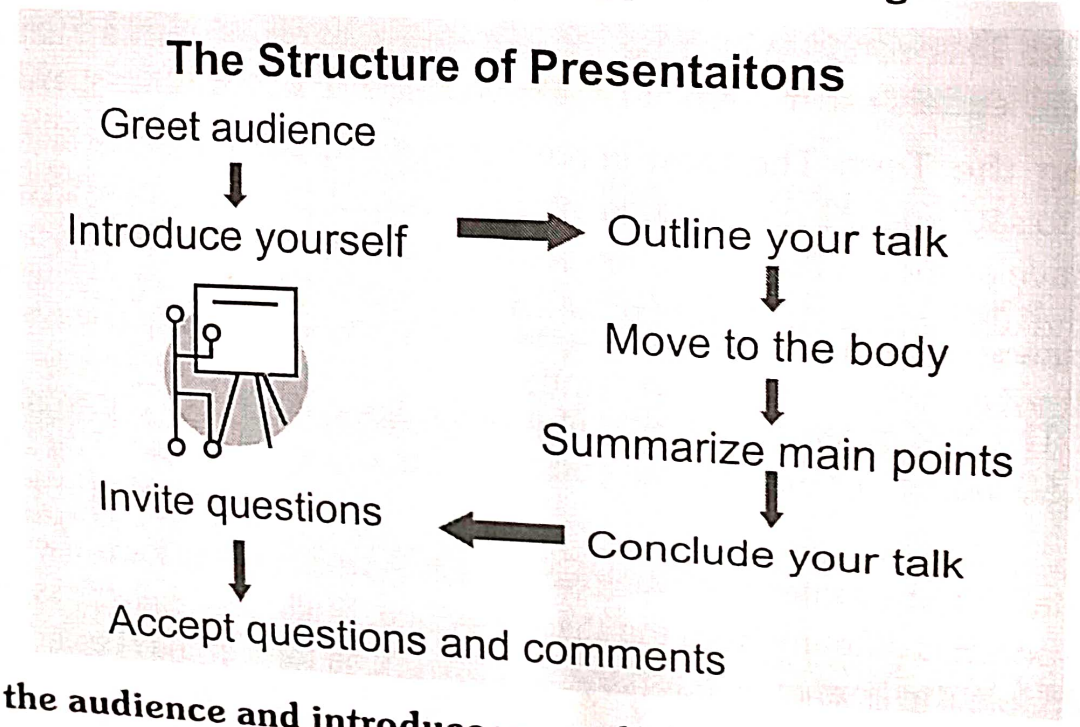
Style of Addressing



A speech is presented at an organized meeting; the meeting has a chairman who must be addressed first; other members of the organization who are seated on the platform should be addressed next in order of their seniority. You should find out their names and designations earlier. Finally, the audience must be addressed.

Composition of Presentation: Opening, Rapport, Focusing Attention



Greet the audience and introduce yourself: Before you start delivering your talk, introduce yourself to the audience and clarify who you are and your relevant expertise. This does not need to be long or incredibly detailed, but it will definitely help to build an immediate relation between you and the audience. It gives you the chance to briefly clarify your expertise and why you are worth listening to. This will help establish your ethos so the audience will trust you more and think you're credible.

Introduction: In the introduction you need to explain the subject and the purpose of your presentation whilst gaining the audience's interest and confidence. Sometimes it is helpful to think of your introduction as funnel-shaped to help filter down your topic:

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1. Introduce your general topic
2. Explain your topic area
3. State the issues/challenges in this area that you will be exploring
4. State the purpose of your presentation - this is the basis of your presentation so ensure that you provide a statement explaining how the topic will be treated, for example, "I will argue that..." or maybe you will "compare", "analyze", "evaluate", "describe" etc.
5. Provide a statement of what you're hoping the outcome of the presentation will be, for example, "I'm hoping this will provide you with..."
6. Show a preview of the organisation of your presentation

In this section you can also explain:

- The length of the talk
- Signal whether you want audience interaction - some presenters prefer the audience to ask questions throughout whereas, others allocate a specific section for this.
- If it applies, inform the audience whether to take notes or whether you will be providing handouts.

The way you structure your introduction can depend on the amount of time you have been given to present. Keep in mind that the main aim of the introduction is to grab the attention of the audience and connect with them.

Main body of your talk: The main body of your talk needs to meet the promises you made in the introduction. Depending on the nature of your presentation, clearly segment the different topics you will be discussing, and then work your way through them one at a time - it's important for everything to be organized logically for the audience to fully understand.

Rapport: Rapport means having a suitable relationship with others. It can be established by pointing out a common bond between the speaker and the audience.

Focusing Attention

You can focus the audience's attention in a number of ways. A presentation on any occasion has a central point even if the objective is to encourage and praise on a commemorative occasion; it cannot be a series of unrelated remarks. Attention must be focused on the central point of the talk.

Body of the Speech/Presentation: The main text depends on the occasion and the objective of the speech. The objective of a commemorative speech at an inauguration or annual function is to encourage and felicitate. The speech may mention the highlights of the achievements, elaborate the value of the effort and express faith in the participants' ability to do even better.

Conclusion: The closing must leave a clear message. For a speech of encouragement, a good conclusion is to express confidence in further achievements. The ending/closing

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Commemorative speeches are sometimes also known as "ceremo speeches. At the most basic level, commemorative speeches pay tribute an institution, an event, an idea or even a place. Their focus is on VA hold certain values central to human existence: Beauty, loyalty, wisdom, success, innocence, experience and courage. A commemorative spee values. Types of commemorative speeches include the eulogy, the spe the speech of goodwill, the wedding toast and the award acceptance s

Commemorative speech is not just informative. A speaker wou biography of Gandhi, but rather would celebrate who he was, why he w and encourage the audience to celebrate those values.

Commemorative Occasions: Speeches are given on a numbe inaugurations and anniversaries. The tone of such speeches is cheerful controversial ideas and views are best avoided.

After the opening sentences, a few remarks on the social releva activity can lead to the main body of the speech. For example, a speech of an exhibition may include something about exhibitions. The body o built around a topic related to the occasion.

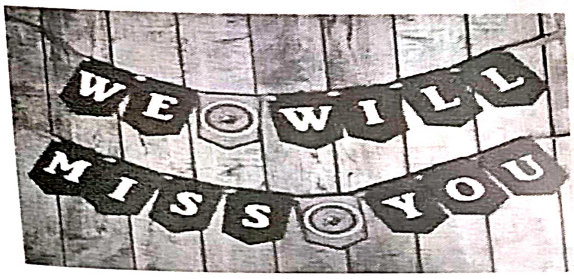
Welcome and Introduction

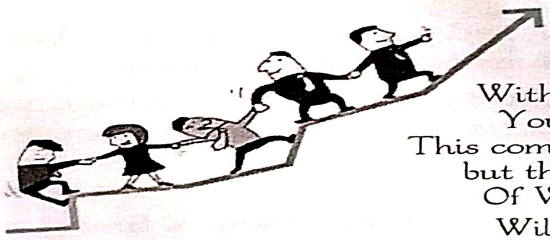
INTRODUCTION

In a welcome speech, the speaker gives the audience information about the guest speaker(s), a brief history or report of the organization which is holding the function and information about the function itself. The speeches open with welcome to the chief guest, other important guests and speakers and the invited audience. This is followed by an introduction of the chief guest. The introduction is prepared with the help of the CV and Resume which is acquired as soon as the guest accepts the invitation. If there are many guests or speakers to be introduced the length of introduction should be the same for all of them.

Welcome speeches can be complex and tiring. But they don't have to be. Introduction speeches can be the toughest because they open the formal or even the informal event. Such speeches set the mood of the occasion and thus, the speaker must address the audience in a welcoming and heartwarming spirit. The key is to keep a smile on the face and be full of words that reflect respect and greetings. Salutations must be expressed in the beginning with a tone of gratefulness. Welcome speeches are always an important part of the curriculum involving the address to the chief guests and the audience. The orator needs to be engaging and the words should be attractive. The aim should be that from the beginning the listeners should hear. Your best guide to the length of the welcome is the audience's interest; the worst thing a speaker can do is bore the listeners with a speech too long for their tolerance.

Farewell and Send Off





With your resignation
Your employment in
This company may Finish
but the sweet memories
Of Working with you
Will never diminish...

Farewell

A farewell is a slightly emotional occasion. Speeches on such occasions should be short. The content is a summary of the achievements and contribution of the person who is leaving, some of the person's best and most notable qualities and the speaker's own personal experience with the person. The speech can be made lively by narrating a specific incident to illustrate the person's qualities; good humoured reference to a well-known habit like short temper or avoidance of a particular type of work, provided it does not offend the person. The content of the speech depends a great deal on the relation between the

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speaker and the person who is being given farewell; the tone should be appropriate to the occasion; too much humour is unsuitable.

If the occasion is a send-off to a person going to a higher position or one special assignment, the tone is congratulatory. The speech should end with good wishes for health, happiness, success and further achievements.

When to give a Farewell Speech?

A farewell speech is not necessarily appropriate to every situation and person. Your decision to give a speech depends on the culture of your company. Check out the parting gestures of previous employees in similar roles which can help you to decide whether you should deliver a speech or not.

The tone of your speech is also closely linked to your company culture. For example, professional environments such as banks and law firms may require a more formal approach. On the other hand, businesses with a more casual culture might be more open to you sharing a few jokes and funny anecdotes.

In India, your professional rank will be the ultimate factor in deciding whether you deliver a farewell speech or not. These speeches are typically reserved for individuals who have significantly impacted an organisation, such as key decision-makers, long-serving employees, and retirees. If you are a junior employee, you can send a farewell message to your co-workers or thank them individually.

Condolence: Condolences (from Latin con (with) + dolore (sorrow)) are an expression of sympathy to someone who is experiencing pain arising from death, deep mental anguish or misfortune. A condolence meeting is a solemn occasion. Speeches on such occasions are brief and in a serious tone. Humour of any kind or reference to any humorous incident is out of place. The speech opens with a brief address like.

Friends, it is a sad occasion for us today when we have to mourn the loss of – who was with us for so many years.

The cause and circumstances of the death are mentioned after the opening sentence. A brief life sketch of the person, a reference to the person's contribution to his/her organization and to society and a personal memory or incident form the content of the speech. The speech ends with an expression of a sense of grief and loss.

"In the death of – we have lost a friend and the company has lost a loyal member.

It will be hard for us to adjust ourselves to the office which no longer has the friendly presence of .....

It is customary to end a condolence speech with the words, **"May his/her soul rest in peace."**

When individuals condole or offer their condolences to a particular situation or person they are offering active conscious support to that person or activity. This is often expressed by saying, "Sorry". Often, the English language expression "My condo

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context, such as death of a friend's loved one in which the one offering condolences is communicating feelings of sympathy or empathy to that friend.

Condolence is not always expressed in sorrow or grievance as it can also be used to acknowledge a fellow feeling or even a common opinion. There are various ways of expressing condolences to the victims. Examples include donating money to the charity nominated by the person who has just died, writing in a condolences book or supporting the friends and family of the loved one by making meals and looking after them in various ways in times of need.

Key Takeaways

- A speech is a talk given to a large gathering; its content is light. It is given on occasions like an anniversary or an inauguration; its purpose is usually to encourage, appreciate, congratulate or entertain; it is followed by applause from the audience.
- There are four main kinds of speech delivery: Impromptu, extemporaneous, manuscript and memorized.
- Impromptu speaking involves delivering a message on the spur of the moment as when someone is asked to "say a few words."
- Extemporaneous speaking consists of delivering a speech in a conversational fashion using notes. This is the style most speeches follow.
- Manuscript speaking consists of reading a fully scripted speech. It is useful when a message needs to be delivered in precise words.
- Memorized speaking consists of reciting a scripted speech from memory. Memorization allows the speaker to be free of notes.
- Effectiveness of oral presentation is directly related to the extent to which it is understood and accepted by its audience. The audience is the focal point of the entire communication process. Success of communication depends to a large extent upon the habits, perceptions, status, knowledge and attitude of the audience.
- Locale means physical environment. You need to know the physical environment and the "IQ" (Intelligence Quotient) level of your audience before you start writing or presenting.
- Keep in mind that the main aim of the introduction is to grab the audience's attention and connect with them.
- Commemorative speeches are given on occasions like inaugurations and anniversaries. The tone of such speeches is cheerful and congratulatory; controversial ideas and views are best avoided.
- Welcome speeches can be complex and tiring. But they don't have to be so.
- A farewell is a slightly emotional occasion. Speeches on such occasions are short.
- A condolence meeting is a solemn occasion. Speeches on such occasions are brief and in a serious tone.

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REVIEW QUESTIONS

1. As secretary of a college association, prepare a welcome speech on the occasion of the inauguration of the year's activities.
2. The school/college in which you had studied is celebrating its golden jubilee. You have been invited as chief guest to inaugurate the celebration as you are now a successful person in your profession/business. Draft the speech.
3. Make ten-minutes presentations on:
   (i) Participants' responsibility in a meeting
   (ii) Body language and its impact on Presentation
   (iii) Role of Personality in an organization
   (iv) Using visual aids in a presentation
4. An outstanding sportsperson among your college students had a fatal car accident. As secretary of the college gymkhana prepare a condolence speech.
5. Write a short note on commemorative speech?
6. What can one do to understand the audience before delivering a speech or a presentation?
7. What do you understand by Locale? In what manner can one do an audience analysis?
8. **"Once audience analysis is done half the battle is won"**. Do you agree with the statement? Discuss.
9. What do you understand by the nuances & modes of speech delivery? Discuss.
10. Give the name of five types of audience and explain in detail?

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