

# Unit 1: Fundamentals of Technical Communication

## 1.1 Communication

The word "communication" has been derived from a Latin word 'communicare' which means 'sharing'.

So, The communication is the act of sharing or exchanging information, ideas or feelings.

## 1.2 Technical Communication

Technical communication is a communication that conveys complex technical information in an easy-to-understand manner.

(OR)

Technical communication is the study of the targeted audience and then finding out the best way to present the information.

It involves gathering knowledge from experts and customers by conducting interviews, testing their topics, studying existing information and finally reshaping this information, so that the correct audience can access, understand and use it.

## 1.3 Features of Technical Communication

- ✓ Addresses particular readers or audience.
- ✓ It has sentences of moderate length.
- ✓ It has Logical division of paragraphs.
- ✓ Helps people to solve problems.
- ✓ Reflects an organizations goals and culture.
- ✓ Consists of words or graphics or both.
- ✓ Is produced using high tech tools.
- ✓ It disseminates knowledge in oral or written form.

## 1.4 Purpose of Technical Communication

Technical communication serves three purposes that sometimes overlap:

1. **To inform:** Anticipate and answer your readers' questions.
2. **To instruct:** Enable your readers to perform certain tasks.
3. **To persuade:** Motivate your readers.

## 1.5 Approaches/Requisites of Technical Comm.

1. **Brevity:** It should be brief and provide information in a concise manner.
2. **Clarity:** It should be clear without any confusion.
3. **Simplicity:** It should be written in a simple language.
4. **Objectivity:** It should be written in limited words.
5. **Utility:** It is done for some specific purpose.
6. **Vocabulary:** It uses specific technical vocabulary.
7. **Informative:** It should be used to give specific information.
8. **Use of active voice :** Active voice should be used as it is easy to understand and emphasis is laid on the subject and not on the object.
9. **Avoid repetition :** Repetition should be avoided.

## 1.6 General V/s Technical Communication

General Comm.	Technical Comm.
Contains General Message	Contains Technical Information
Informal in style	Formal in style
Mostly Oral	Oral or Written
Do not follow any set of pattern	Follows Set of Pattern
Not always for specific audience.	Always for specific audience
General vocab is used	Technical vocab is used
No use of technical terms or graphics.	Frequently involves jargons, graphics, etc.

## 1.7 Language as a tool of Communication

- ✧ In order to express the ideas in a proper way we need a language to communicate so language is very necessary for our daily life.
- ✧ Effective communication is made possible with the help of language.
- ✧ Language employs a combination of words to express ideas in a meaningful way.
- ✧ By changing the word order in a sentence, you can change its meaning, and even make it meaningless.
- ✧ Physical gestures are also sometimes the medium of expressions. For example, crying in anger, laughing or waving hands helps a person to communicate some of his feelings.
- ✧ Man has invented language which helps him to communicate with different parts of people.

## 1.8 Characteristics features of Language

- 1. Language is Artificial:** Man has created language for his convenience, to express his thoughts and experiences.
- 2. Language is Restricted:** When we translate our thoughts into language, some meaning is lost in the process. So, Some time we feel unable to express our thoughts in words because all can not be explained through words.
- 3. Language is Arbitrary:** There is no direct relationship between a word and the idea or the object it represent. We cannot say why we name a piece of furniture with four legs as "chair"; it could have been something else.
- 4. Language is Abstract:** Language is abstract because it represents generalized ideas of things or thoughts. A word could represent different ideas at different times.
- 5. Language is Creative:** Language is creative because it has the ability to generate many words every day.

## 1.9 Reading & Comprehension

- "Reading" is the process of looking at a series of written symbols and getting meaning from them.
- The reading is of different types.
  1. **Reading extensively:** For general understanding of the subject.
  2. **Reading intensively:** For in-depth knowledge of the text.
- "Reading comprehension" refers to the ability to understand the information presented in written form.

### Reasons for Poor Comprehension are:

1. Inability to understand a word.
2. Inability to understand a sentence.
3. Inability to understand how sentences relate to one another.
4. Inability to understand the information fits together in a meaningful way (organization).
5. Lack of interest or concentration.

### Tips to Improve Comprehension Skills:

1. Read a variety of materials. Do not limit yourself to textbooks.
2. Read a fairly long portion of the material. Try to read an entire section or chapter instead.
3. Circle unknown or unfamiliar words as you read.
4. After reading, recall as much of the information as possible.
5. Consider how interesting the subject matter is and how much you already know about the subject.
6. Answer questions about the material after reading it.

## 1.10 Technical Writing

- ✧ Technical writing is a type of writing where the author is writing about a particular subject that requires direction, instruction, or explanation.
- ✧ This style of writing has a very different purpose and different characteristics than other writing styles.
- ✧ Technical document is written keeping focus on the type of audience being targeted.

## 1.11 Sentences

A sentence is a set of words that are put together to mean something.

### Requisites or Salient Features of Good Sentences

1. **Brevity (Short Sentences):** It should be brief and provide information in a concise manner.
2. **Clarity:** It should be clear without any confusion.
3. **Simplicity:** It should be written in a simple language.
4. **Utility:** It is done for some specific purpose.
5. **Avoid repetition :** Repetition should be avoided.
6. Choose appropriate words

## 1.12 Paragraph

A paragraph can be defined as a group of sentences or a single sentence that expresses a single idea, supported by evidence in the form of examples, thus forming a unit.

### Requisites or Salient Features of Good Paragraph

1. **Brevity (Short Sentences):** It should be brief and provide information in a concise manner.
2. **Clarity:** It should be clear without any confusion.
3. **Simplicity:** It should be written in a simple language.
4. **Utility:** It is done for some specific purpose.
5. **Avoid repetition :** Repetition should be avoided.
6. **Informative:** It should be used to give specific information.
7. **Use of active voice :** Active voice should be used as it is easy to understand and emphasis is laid on the subject and not on the object.
8. Choose appropriate words

### Basic three sections of a paragraph:

1. Beginning - Introduce your idea.
2. Middle - Explain your idea.
3. End - Make your point again, transition to next paragraph.

### 1.13 Principle Requirements of Paragraph Development

- 1. Topic sentence:** Topic sentence is a sentence that expresses the main idea of a paragraph. This is also known as key sentence or theme sentence.
- 2. Coherence:** Coherence refers to the clear and logical thinking of ideas in a paragraph in such a way that a thought expressed in a sentence easily leads to the thought in next sentence and so on. The word coherence literary means Consistency. Four devices used to build up this coherence.
  - a. Pronouns:** It is used as a substitute for a noun, and this always serves as a reminder of the noun in the earlier sentence. Thus, it maintains the continuity of thought.
  - b. Repetition:** The repetition of some keywords or phrases in the paragraph serves not only to make the paragraph coherent but also to emphasize the author's point of view.
  - c. Synonyms:** Synonyms are substitutes for words already used and have similar meanings. This device is useful because it helps the writer to avoid excessive repetition.
  - d. Connectives:** These are words or phrases which usually occur at the beginning of a sentence to show the relationship between the new sentence and the preceding sentence. Examples of connectives : but, and, or, further, etc.
- 3. Unity-** Unity refers to one as a whole or oneness. All the parts of a paragraph should contribute to one effect and lead to unified purpose. One idea should be expressed in one sentence and avoid too much lengthy sentences.

### 1.14 Devices or Methods or Techniques for Paragraph Development

- 1. Inductive Order Method:** When the matter consists of some details or known facts, the consideration of which leads to a conclusion, it is desirable to adapt the inductive method. This is a logical arrangement, beginning with the supporting information available and concluding with a topic sentence or a conclusion.
- 2. Deductive Order Method:** The deductive method is the opposite of the inductive method. It reverses the arrangement of matter prescribed in the inductive method. When a statement is made in the beginning, and it is followed by the facts that substantiate the assertion or suggestion made in the beginning, this method is adopted. In it, one starts with the topic sentence, and goes on to record the supporting facts.

**3. Exposition Method:** These paragraphs explain how something works or what the reader is to do to make it work. Such paragraphs demand certain knowledge. Nevertheless, writing them is a great exercise to understand the material, because you keep learning when you teach. In expository writing, linking words like first, second, then, and finally are usually used to help readers follow the ideas. Exposition is explanatory writing. Exposition can be an incidental part of a description or a narration, or it can be the heart of an article.

**4. Linear Method:** Linear means 'consisting of lines' or 'one dimensional'. Each sentence leads to the next one in a paragraph, with the purpose of maintaining a forward movement; and each paragraph can be a step to take us to a goal. A logical series can be made even a consecutive arrangement of information.

**5. Interrupted method:** Whenever the writer gives a break to the line of thought and gives a turn to the idea to produce the desired effect, he uses this method. The punctuation marks , ( ) \_! (comma, parentheses, em dash, exclamation mark) serve as interrupters and add emphasis to the sentences. The interrupt the flow of sentences by breaking chunks of ideas. Remember, interrupters can be words, phrases, or punctuation marks.

**6. Spatial Order Method:** When the matter refers to certain areas, an area-wise arrangement of the matter must be preferred to present it systematically. This method helps the reader to visualize what he sees and, therefore, it is better to understand the physical qualities of the subject matter.

**7. Chronological Method:** When the matter refers to some developments in terms of time, a chronological order introduces system in its presentation. This order is preferred in historical narrations.

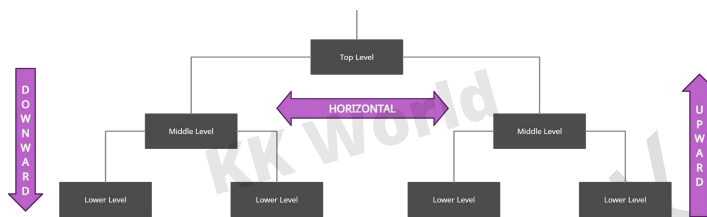
### 1.15 Technical style

- ✧ Style in technical communication is the way one speaks or writes to convey technical information.
- ✧ Style in technical communication depends on the audience, the communicative context, and the purpose of communication.
- ✧ Style is formal in a technical report or professional presentation and informal as a personal letter or casual conversation.

## Ingredients or Requisites or Salient Features of Technical Style

1. **Brevity:** It should be brief and provide information in a concise manner.
2. **Clarity:** It should be clear without any confusion.
3. **Simplicity:** It should be written in a simple language.
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## 1.16 The Flow / Dimensions / Levels of Communication



### 1. Downward communication:

- Downward communication refers to the:
  - a. Communication from the higher level in managerial hierarchy to the lower level.
  - b. Communication from decision makers to the workers.
  - c. Communication from seniors to their subordinate employees.
- It involves the transfer of information, instruction, advice, request, feedback and ideas to the subordinate staff.
- The main function of downward communication is providing direction and control.
- A communication from General Manager of a company to the Branch Managers is an example of downward communication.

### 2. Upward communication:

- Upward communication refers to:
  - a. Communication from subordinates to superiors.
  - b. Communication from employees to management.
  - c. Communication from workers to decision makers.
- Upward communication involves the transfer of information, request and feedback from subordinates to their seniors.

- It promotes better working relationships within an organization by giving the subordinate staff opportunities to share their views and ideas with their supervisors.
- It facilitates employee involvement in the decision-making process.
- A business report from the Branch Manager of a company to the Managing Director of the company is an example of upward communication.

### 3. Horizontal or lateral communication:

- It takes place between professional peer groups or people working at the same level of hierarchy.
- It is the communication among workers at the same level.
- The main objectives of horizontal communication are:
  - a. Developing teamwork within an organization.
  - b. Promoting group coordination within an organization.

### 4. Diagonal or cross-wise communication:

- It is the product of modern changes in information technology and management.
- It is a response to market needs that demand speed and efficiency.
- Diagonal communication flows in all directions.
- Diagonal channel occurs between people who do not have to follow rigid norms of communication protocol.

## 1.17 Barriers to Communication

**1. Physical And Physiological Barriers:** These include distance, background noise, poor or malfunctioning equipment, bad hearing, poor eyesight, speech impediments.

**2. Emotional And Cultural Noise:** Emotions (anger, fear, sadness) and attitudes (having to be right all the time, believing oneself to be superior or inferior to others) affect objectivity, as do the stereotypical assumptions that people make about each other based on cultural background.

**3. Language Barrier:** Speaking different languages, having strong accents, using slang or jargon can frustrate communication and negotiation efforts.

**4. Nothing Or Little In Common:** Examples, stories and anecdotes can help get a point across, except when the audience cannot relate to any of these because they don't share a common experience with the speaker.

**5. Lack Of Eye Contact:** Not making eye contact is a sure way of raising doubt in listeners and losing their attention and making them feel suspicious of you, not to mention invisible.

**6. Information Overload And Lack Of Focus:** Too much information can confuse your audience and even make them wonder if you're overwhelming them with details to avoid telling them something else they would rather know.

**7. Not Being Prepared, Lack Of Credibility:** If you're not prepared, if you lack the facts, if you rely on your Power Point presentation too much, your listeners will notice and feel let down, even disrespected—and they won't believe you.

**8. Talking Too Much:** When you talk, you're not listening, and you need to listen to the people you're attempting to persuade.

**9. Trying Too Hard, Seeming Desperate:** When you try too hard to persuade someone, you may seem desperate, and desperation smells like manipulation and turns people off before you can utter your next desperate word.

**10. Lack Of Enthusiasm:** If you don't believe in your position, product, service, or whatever you're trying to sell, they won't believe in it either.



## Unit 2: Forms Of Technical Communication

### 2.1 Technical Report

The word 'Report' is derived from the Latin 'reportaire' that means to bring back.

A technical report is an official document that presents fact, their analysis and decisions and recommendations derived on the basis of facts/data collected by an individual.

All professionals like engineers, scientists prepare their report that helps the executives in decision making.

#### Importance of Reports:

1. Reports enable decision making and problem solving in organization.
2. Reports help the authorities in planning things.
3. Reports are an important means of spreading information both within and outside the organization.
4. Reports serve as a measure of the growth, progress and success.
5. Reports serve as a valuable source of information.

#### Objectives of a Report:

1. To Present a record of project.
2. To Record an experiment.
3. To Record research findings.
4. To Present information to a large number of people.
5. To Recommend actions to solve a problem.
6. To Record and clarify the complex information for future reference.

#### Characteristics of a report:

1. **Precision:** A report has to include lot of information in limited space.
2. **Factual:** All information included in a report should be based on facts.
3. **Relevance:** All information should be related and relevant to the main idea of the report. It should be relevant from reader's point of view.
4. **Reader oriented:** When writing the report one must keep in mind what does the reader need to know (to arrive at a decision) rather than what the report writer may know about it.
5. **Objectivity of recommendations:** The objective of writing the report is to enhance productivity or business growth and should be free of writer's own personal views.

6. **Simple and clear:** The language used while writing the report should be simple.
7. **Brevity:** The report should be as brief as possible yet complete.
8. **Grammatical accuracy:** Grammatical errors are like faulty speech. They distract the reader's attention.
9. **Special format, illustrations, and documentation:** Reports usually follow a particular layout. All useful parts of the structure of a report should be included. Illustrations like charts, tables, diagrams, figures, photographs can also be used.
10. **Homogeneity :** The report should be written on one topic.

#### Steps in Writing a Report

1. Analyse the problem.
2. Determine the scope of the report.
3. Consider the audience or the reader.
4. Gather information.
5. Analyse the information.
6. Prepare the report according to the prescribed format.

#### Basic Structure of Report

##### **1. Prefatory Part/Front Matter**

- a) Cover Page
- b) Title Page & Writer's name
- c) Acknowledgement (To show gratitude to contributors).
- d) Table of contents
- e) Abstract or summary

##### **2. Main Text/Body**

Actual report begins with the main body.

- a) Introduction
- b) Description of problem
- c) Discussion/Analysis
- d) Conclusion

##### **3. Supplementary Part/End Matter**

- a) Appendix (Contains data, table, graphs, and charts etc all the supporting material which cannot be placed in main body).
- b) List of References (Reference of original writer and book).
- c) Glossary (List of technical terms).
- d) Index (List of important alphabetized words along with the page numbers).

### Categories of Reports:

- 1. Informative Reports:** In this report introduction is followed by a presentation of information or facts and a conclusion. Recommendations do not arise in this type of report.
- 2. Analytical Reports:** This type of report analyses the facts, draws conclusions and makes recommendations.
- 3. Periodic and Special Reports:** Periodic reports are presented at regular and prescribed intervals in the usual course of business. They are also called *routine reports*. Special reports are related to a single occasion or situation. They deal with non-recurring problems.
- 4. Oral and Written reports:** An oral report is simple and easy to present. It may communicate an impression or an observation. Written reports on the other hand are always preferred as it can be edited, reviewed, stored and retrieved.
- 5. Long and Short Reports:** These reports are classified on the basis of length. Short reports are precise, concise and not very elaborative. Long reports are very elaborative and consist of abundant of information.
- 6. Formal and Informal Reports:** A formal report is the result of proper survey and investigation and is presented the prescribed format. The language is also very formal. An informal report is usually transmitted from person to person, there is no set format and is targeted to only few persons e.g memo report.
- 7. Individual and Group reports:** On the basis of the target audience a report can be classified as individual and group reports.

### Abstract V/s Summary

Abstract	Summary
It states what the report is all about and what the significance of report is.	It sums up all the aspects of report using ordinary language.
It can be informative as well as descriptive.	It can be descriptive.
It is shorter in length.	It is longer in length.

### Example: Write a report to the Managing Director regarding the need for improvement of the communication system in the company.

To: The Managing Director  
 From: M. L. Malhotra (Technical Expert)  
 Date: 21/07/2018

**Subject :** Improvement of the communication system in the company.

**Observation :** Personally checked all the departments of the company and found most of them are affected from disturbances in communication system.

**Reasons :** The networking wires are quite old. Some of them were found disconnected. Beside the machines are worn out and in such condition that cannot be repaired.

#### **Recommendations :**

1. The old machines are needed to be replaced with new ones which should be equipped with latest technology.
2. The wires should be changed.
3. An expert system administrator should be appointed to make the system more effective.

## **2.2 Thesis/Project Writing**

- A **Project** report is a form of written communication prepared by a professionals at the completeness of his research work.
- It records all the data and its analysis and findings in objective style which contains all usual elements such as cover page , title page, table of contents, summary, introduction, conclusion and recommendations.
- A **Thesis** is a long research report. It may span over a period of 2 to 5 years.
- It provides detailed written account of the data after conducting some survey in particular field which includes data analysis, findings or conclusion derived by the researcher.
- It is divided into chapters.

### Structure of Thesis Writing

1. Title page
2. Declaration/Certificate
3. Acknowledgement
4. Table of contents
5. Abstract/Summary
6. Introduction
7. Literature review/Background Information
8. Theory
9. Conclusions and Suggestions
10. References
11. Appendices

### **Importance/Significance of Thesis Writing**

- Create an authentic work of research
- An extensive and most complex work of research
- Improves a researcher's subject knowledge
- Enhances rational and reasoning skills
- Open the door for future research
- Showcases your intellectual capacity

### **2.3 Synopsis**

A synopsis is a short, systematic outline of the proposed thesis, made in preparation for the first meeting with the supervisor. It serves to ensure that the supervisor gets a clear picture of the proposed project and allows him or her to spot whether there are gaps or things that have not been taken into account.

#### **Structure of Synopsis:**

1. Title
2. Statement of the problem and hypothesis
3. Aims and objectives
4. Review of literature
5. Research methodology
6. References
7. Official requirements

### **2.4 Technical Research Paper Writing**

- A research paper is a piece of writing based on original research carried out by the author and is the result of a small scale study.
- The main purpose of a research paper is to add to the existing knowledge, understanding and scope of a particular subject.

#### **Characteristics or Style of Technical Research Paper Writing**

1. Identify the purpose of writing technical research paper
2. Use of proper and relevant technical terms
3. Come straight to the point
4. Use of active and not passive voice
5. Use of modern language
6. Use illustrations
7. Accuracy of language
8. Use bias free language
9. Use of right tone
10. Discuss and describe data in a systematic way
11. Written in formalized structure

### **Method to write Technical Research Paper**

1. Title
2. Authors, affiliations, and addresses
3. Abstract
4. Introduction
5. Materials and methods
6. Results
7. Discussion
8. Conclusions
9. Acknowledgement
10. References or bibliography

### **2.5 Seminar and Conference Paper Writing**

<b>BASIS FOR COMPARISON</b>	<b>CONFERENCE</b>	<b>SEMINAR</b>
<b>Meaning</b>	A conference refers to a large formal gathering of several people or say, members, to talk about a specific topic or subject of common interest.	A seminar is an instructional event, wherein one or more experts communicate some information, through lecture or general discussion.
<b>Number of people</b>	50-1000	5-10
<b>Objective</b>	To get an opinion or solution for an issue.	To educate, discuss and guide.
<b>Participation of audience</b>	Limited participation	Active participation
<b>Organized at</b>	Organization or hotel meeting space.	Seminar hall of Institution, or an arranged space.
<b>Duration</b>	Few days	One hour or more
<b>Type of work</b>	Presentation and Exchange of views	Presentation and Discussion

#### **Method To Writing a Seminar/Conference Paper**

1. Title page
2. Table of contents
3. Abstract
4. Introduction
5. Body: Literature Review, Implementations, Results, Discussion, and Analysis
6. Conclusion
7. Citations and references



## 2.6 Expert Technical Lecture

- Eminent speakers from the industries and universities are invited to enlighten the students with their ideas and experiences.
- The objective is to students and faculty members the opportunity to gain knowledge and insight into the innovations through interactive sessions.
- Through these lectures, students get acquainted with recent developments, practical applications, research, problem-solving, industry needs and requirements, their expectation, scope for students and implementation of theoretical knowledge.

### Essentials of an expert technical lecture

1. Theme clarity i.e. the speaker should be clear about the topic he is going to deliver.
2. Lecture should be presented in a clear and logical sequence.
3. The material should be comprehensible and meaningful
4. After introducing the theme, the speaker should present the data and analyze it.
5. Use of required technical terms.
6. Presentation of findings.

## 2.7 7 C's of effective business writing

1. **Consideration:** Visualize reader's circumstances, problems, emotions, and desires etc, and indicate that we understand them by using our words with care.
2. **Courtesy:** We should be courteous and polite during business writing.  
For example, instead of writing, "we did not send the cheque", use "The cheque was not enclosed". Even if we are writing a complaint letter, our tone must be polite .
3. **Clarity:** We should be clear and specific in the letter. The words used should be unambiguous and clear.
4. **Concreteness:** A good business letter always provides concrete (actual, specific and convincing) information.  
For example, Instead of saying, "I expect the order to reach me at the earliest", use "I expect the order to be delivered to me by the 21st of February 2019".
5. **Correctness:** Correctness of both expression and the information should be followed while writing a business letter. Facts, Grammatical structures and spellings should be correct.
6. **Conciseness:** Use only necessary details and short sentences.
7. **Completeness:** Provide complete information in the letter.

## 2.8 C.V./Resume writing

- A **C.V.** (curriculum vitae) is a detailed document outlining all of your life achievements, qualifications, associations, awards and skills.
- A **Resume** is a more concise document; an abbreviated version of your CV that focuses on specific skills and achievements, usually in relation and relevant to an employment opportunity.

### Structure of a resume

1. **Heading-** It includes the candidates name, address, mobile number, E-mail address.
2. **Position Sought-** The candidate should clearly mention the post (he is applying for).
3. **Career Objective-** Here the candidate expresses his approach (way of thinking) towards the job.
4. **Education-** One's academic as well as professional qualification in detail
5. **Special Skills-** Special skills and aptitudes
6. **Works Experience-** the work experienced should be highlighted.
7. **Achievements & Awards-** It focuses on one's personal social & academic achievements.
8. **Activities and Interest-** it includes extra curricular activities and personal interest.
9. **Personal Information-** Hobbies, parent's detail, social status etc.
10. **Date and Signature-** signature of the applicant with date

### Salient features of resume writing are :

1. It should be original.
2. It should reflect the candidate's personality, employment goals and career aspirations.
3. Resume should focus on required qualifications as per job.
4. The details of contacts should be mentioned.
5. Work experience should be mentioned.
6. Achievements in career should be highlighted.
7. Awards and honors must be given.
8. References id (if any) should be mentioned.
9. Covering letter or application for the job should always be attached with the resume.

## 2.9 Technical Proposal

- ✓ Proposal is derived from the word “propose” which means *to suggest, to offer a solution, or to forward a new idea*.
- ✓ Proposal is an act of proposing, or anything proposed.
- ✓ It is a form of business letter or a formal report written to draw the attention of the public to any issue.
- ✓ Proposal is nothing but a way to sell one’s ideas.
- ✓ The main objective of writing a proposal is persuasion.
- ✓ It is the first step towards a new business.
- ✓ The aim of a proposal is to bring new benefits to the organization and it may be used within as well as outside the organization.

### Types of Proposals:

1. **Solicited Proposals:** A proposal which is written in response to somebody’s request.
2. **Unsolicited Proposals:** An unsolicited proposal is one sent to someone, even though they have not asked for it.
3. **Internal Proposal:** Address to reader within an organization.
4. **External Proposal:** Deal with the people outside the organization
5. **Formal Proposal:** This is the type of long proposal with detail discussion.
6. **Informal Proposal:** In this category comes short proposal including small projects and topics.

### Structure of Proposal Writing:

1. **Title page :** It contains the title of the proposal, the name of the person or organization to whom the proposal is being submitted, the name of the proposal writer and the date.
2. **Table of contents :** It provides the readers an overall view of the proposal.
3. **List of figures :** It includes a list of tables, graphs, figures, charts used in the proposal.
4. **Abstract/Summary :** It highlights the major points of the proposal.
5. **Methodology :** It summarizes the proposed methods of data collection and the procedure for investigating the problem.
6. **Introduction :** It gives the background, states the purpose, and discusses the scope.
7. **Statement of problem :** It contains an objective description of the problem.
8. **Proposed plan and activities**
9. **Recommendations :** It discusses the ways to solve the problem.

10. **Conclusion :** It presents the final summary of the proposal.

## Unit 3: Technical Presentation: Strategies & Techniques

### 3.1 Presentation

Presentation means to put forward information and ideas before the audience in a very systematic manner and a predefined purpose with the help of visual aids.

#### Goal / Aim / Motive / Purpose / Objectives of Presentation

1. To Inform or Educate
2. To Persuade
3. To Motivate or Inspire
4. To Entertain

#### Forms/Types of Presentations:

According to the purpose presentations are classified as:

1. **Informative Presentations:** Informative presentations teach, demonstrate or instruct an audience on some topic or process such as policies and rules. These are also called 'tell' presentations.
2. **Persuasive Presentations:** Persuasive presentations are designed to induce an audience to accept a belief or action. These are also called 'sell' presentations.
3. **Motivational Presentations:** Motivational presentations are designed to reassure the audience. These are also called 'join' presentations.

On the basis of audience profile presentations can be classified as:

4. **Internal Presentations:** These presentations are made to internal audience. The audience consists of the employees or students and can be known or unknown to the presenter.
5. **External Presentations:** These presentations are made to external audience. It consists of prospective clients, vendors or partners and are generally unknown to the presenter.

Based on the time available to prepare, presentations can be categorized as:

6. **Impromptu Presentations:** These presentations are made without any planning or preparation.
7. **Planned Presentations:** The presentations are made with careful planning and preparation.

Based on the number of participants, presentations can be categorized as:

8. **Individual presentations:** An individual is responsible for preparation, research, and delivery. He rightfully takes all the credit for the final product he produced.
9. **Group presentations:** In contrast, often involve more complicated tasks and therefore require more participants to make them.

#### Characteristics of good presentation

1. The presentation ideas should be well adapted to the audience. Relate the presentation message/idea to the interests of the audience.
2. A good presentation should be concise and should be focused on the topic.
3. A good presentation should have the potential to convey the required information.
4. A good presentation must be planned.
5. Rehearse and practice the presentation.
6. Smile and Make Eye Contact with your Audience
7. The speaker should encourage more questions from the audience.
8. Try to use 10-30 Slides in Slideshows.
9. Tell Stories.
10. Use your Voice Effectively.
11. Summarize the presentation at the end.
12. The speaker must have a presentable appearance while giving a presentation.
13. Try to gain and maintain audience interest by using positive quotes, humour, or remarkable fact.

### 3.2 Interpersonal Communication

- Interpersonal communication refers to the sharing of information among people.
- This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.
- Interaction among friends and interaction with sales executives are examples of interpersonal communication.

#### Characteristics of interpersonal communication

- Interpersonal communication is continuous, we constantly share or send verbal and non-verbal messages.
- Interpersonal communication is irreversible; once the exchange takes place, it can never be ignored or taken back.
- Interpersonal communication is situated; it occurs within a specific communication setting that affects how the messages are produced, interpreted, and coordinated.

### 3.3 Classroom Presentation

Class-room presentation is a way to building confidence among the students. They help the students to inculcate the basics for communication skills—reading, writing, listening and speaking. It helps students to share their views with their classmates and also to expand their understanding.

#### Methods of Classroom Presentation

1. Verbal and Non-verbal mode of communication can be used.
2. Classroom should be taken as the podium for Presentation.
3. Voice should be clear and loud.
4. Maintain right tone, pitch and also speed.
5. Appropriate facial expressions and gestures should be loud.

#### Presentation Skill Tips for Students

1. The main points are your backbones of your presentation.
2. Do not read from your notes.
3. Prepare cue cards with key words on them.
4. Use visual aids like slides, charts and graphs to illustrate your points.
5. Dress appropriately for your presentation.
6. Speak clearly and loud.

### 3.4 Mode of Presentation

Below are the four modes of presentation, or presentation Delivery Style or Nuances of delivery.

1. **Memorizing the Manuscript:** This method of presentation can be one of the most effective methods of presentation. But it requires an extra ordinary power to memorize because if the presenter forgets his text, his speech will sound stilled / unnatural / too formal.
2. **Reading the Manuscript:** It means read out the written material aloud. This method is often used whenever a complex or technical presentation is made such as the description of some machine or the policy matters of an organization. In this, the reader and listener contact is often interrupted.
3. **Extemporaneous / Speaking from Notes:** The speaker prepares notes on a sheet or cards and then with the help of appropriate audio visual aids, he makes his presentation. This process makes the delivery easy and impressive.
4. **Impromptu Speaking:** The words Impromptu means done without preparation or planning. So, this is the presentation delivered without any preparation done beforehand i.e. unrehearsed delivery in speech.

### 3.5 Individual Conferencing

- The individual conferences are designed with a purpose. The main purpose of individual conferencing is to help an individual achieve his goal.
- For Students, the individual conferences are designed to help the student explore his/her goals and aspirations as well as reasons that he/she may choose to achieve or underachieve in school or college.
- The skill of conferencing or oral presentations play a decisive role in enhancing the stature and influencing decisions.
- It can elevate the status of a person with bigger assignments and responsibilities.

#### Essentials for Individual Conferencing

- It should be conducted in privacy.
- The person who conducts the individual conference should have a positive outlook.
- The conferencing sessions should be conducted from time to time according to the need of the hour.

### 3.6 Public Speaking

- Public speaking is the process of communicating information to an audience.
- It is usually done before a large audience, like in school/college, the workplace and even in our personal lives.
- The benefits of knowing how to communicate to an audience include sharpening critical thinking and verbal/non-verbal communication skills.
- Public speaking helps to inform, influence, or entertain the listeners.
- Traditionally, public speaking was considered to be a part of the art of persuasion.

#### Methods or Nuances of Public Speaking

1. Memorizing the Manuscript
2. Reading the Manuscript
3. Extemporaneous / Speaking from Notes
4. Impromptu Speaking

#### Effective Public speaking techniques

1. Remember your speaking goal
2. Entertain the audience with stories.
3. Give Examples
4. Use Presentation tools
5. Tell the audience exactly what they are going to gain.
6. Use Gestures and maintain eye contact.
7. Do QnA.
8. Have clarity of substance
9. Connect the audience with emotion
10. Add Humour

### **Clarity of Substance in Public Speaking**

- Clarity means clearness.
- A speaker's meaning must be immediately understandable; it must be so clear that there is practically no chance of misunderstanding.
- Many speakers despite having a complete control of what they were speaking find it very difficult to speak clearly.
- A speech may lack clarity, if the speaker :
  1. Speaks either very fast or very slow.
  2. Does not articulate the words properly.
  3. Pronounces incorrectly or does not follow the standard pronunciation.
  4. Gives wrong emphasis on words.
  5. Does not have a well-organized material.
  6. Uses too many unfamiliar words

### **Humour in Public Speaking**

Humour is one of the key communication skills of a public speaker. Humour can be used as a powerful tool by the speaker for;

1. Injecting energy into a room
2. Grabbing the audience attention
3. Making people attentive
4. Developing interpersonal relations
5. Making speech interesting
6. Enabling the speaker to persuade as well as give delights.
7. Strengthening personal and organizational relationships.

### **Emotions in Public Speaking**

Emotions matter when we speak. Showing emotions makes the speaker able to connect himself with his audience.

1. Helps to connect with the audience
2. Make people more receptive
3. Audience feel the heart of the speaker
4. Enthusiasm and high earnestness penetrate the heart of the audience by overwhelming and transforming them.
5. Energizes the audience
6. Keep the audience engaged

## **3.7 Overcoming Stage Fear**

- The fear of public speaking or performance is called stage fear.
- The fear of public speaking is often called stage fear or stage fright.
- Stage fright may cause nervousness and spoil the entire presentation.

Hence, it is necessary that the speaker should learn how to overcome his stage fear. Below are certain tips to overcome stage fear:

1. Shift the focus from yourself and your fear to your true purpose—contributing something valuable to your audience.
2. Stop scaring yourself with thoughts of failures.
3. Refuse to think thoughts that create self-doubt and low confidence.
4. Practice ways to calm and relax your mind and body – such as deep breathing relaxation exercises, yoga and meditation.
5. Eat well and practice other healthy lifestyle habits. Avoid caffeine, sugar and alcohol.
6. Focus on your strength and ability to handle challenging situations.
7. Visualize your success.
8. Prepare your materials in advance and read it aloud.
9. Be self-confident. Remain warm and make eye contacts.
10. Be natural, be yourself.

## **3.8 Audience Analysis**

- Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs.
- An audience is not just a group of individuals rather it has a collective personality of its own.
- The audience play a significant role in making a presentation successful.
- The speaker should design his presentation after a doing a proper research and analysis on audience.
- The audience can be evaluated on these given criteria: *Age Group, Location, Gender, Size of Audience, Educational background, Interest, Income, Religion.*

## **3.9 Retention of audience interest or Audience Participation**

- It can be difficult to hold your audience's attention for the entire presentation.
- Boring presentations can make everyone to sleep.
- The following are the techniques to capture and hold your audience's attention throughout your presentation or speech.
  1. Keeping presentaion visual.
  2. Use of Bullet points in PPT.
  3. Be Confident while presenting.
  4. Tell a story.
  5. Give Examples.



6. Share a personal experience.
7. Relate to a recent event.
8. Ask questions.
9. Use Interjections.
10. State a fact that is troubling, amusing, or remarkable.
11. Add Some Humour.

### 3.10 Interpersonal and Impersonal

#### **Interpersonal communication:**

- Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods.
- This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.

#### **Impersonal communication:**

- In this type of communication you do not personally know the person you are speaking to.
- Impersonal communication occurs when people are treated as objects and people assume superficial roles.
- Impersonal communication is based on social roles, such as communication between a sales representative and a potential customer.
- The manner of communication is informal and superficial, covering only necessary topics.
- Impersonal communication is most common in business, where a personal relationship and emotion are not required.

## Unit 4: Technical Communication Skills

### 4.1 Interview

- It is an interaction between two or more persons for a specific purpose, in which the interviewer asks the interviewee specific questions in order to assess his / her suitability for recruitment, admission, or promotion.
- The person who answers the questions of an interview is called an interviewee.
- The person who asks the questions of our interview is called an interviewer.

#### Objectives of Interviews:

1. To select a person for a specific task.
2. To monitor performance.
3. To collect information.
4. To exchange information.
5. To counsel.

#### Types of Interview

1. **Structured Interview:** The interview in which pre-decided questions are asked by the interviewer. It is also known as a patterned or guided interview.
2. **Unstructured Interview:** The unstructured interview is one that does not follow any formal rules and procedures. The discussion is free flowing, and questions are made up during the interview.
3. **Stress Interview:** The employer commonly uses stress interview for those jobs which are more stress prone. A number of harsh, rapid fire questions are asked in this type. It seeks to know, how the applicant will respond to pressure.
4. **One to one Interview or Individual Interview:** The most common interview type, in which there are only two participants – the interviewer (usually the representative of the company) and interviewee, taking part in the face to face discussion.
5. **Group Discussion:** This involves multiple candidates and they are given a topic for discussion. They are assessed on their conversational ability and how satisfactorily they are able to have their own views and make others believe in them.
6. **Panel Interview:** Panel interview is one, in which there is a panel of interviewers, i.e. two or more interviewers, but limited to 15. All the members are different representatives of the company.
7. **Telephonic Interview:** Telephonic interview is one that is conducted over telephone. It is the most economical and less time consuming, which focuses on asking and answering questions.

8. **Video Interview:** An interview, in which video conference is being employed, to judge or evaluate the candidate. Due to its flexibility, rapidity and inexpensiveness, it is used increasingly.

### 4.2 Interview Skills

#### The Most Effective Interview Skills or Tips

1. **Research the company:** Gain basic information about the company, like vision and mission, key personnel, and recent milestones of the company.
2. **Analyze job description:** Read carefully the job description, and make a list of the points to justify how you are capable of achieving these specific duties.
3. **Brush up basics:** Whether you are a fresher or an experienced professional, you can expect certain tough questions. Brush up your subject fundamentals if you are a fresher.
4. **Be punctual:** Reach well in time to appear professional. People who arrive late are often rejected even before they appear for the interview.
5. **Be attentive:** Listen carefully to everything the interviewer is saying. This is not the time to daydream or be distracted.
6. **Speak clearly:** When communicating, speak in a calm and clear manner. Don't be in a rush to get all the answers out. If you do not know the answer, be honest about it.
7. **Maintain good body language:** A lot of communication is indeed non-verbal. So a positive and energetic body language should be maintained.
8. **Make eye contact:** When you talk to an interviewer, be sure to look at them. Don't look down or at the wall or the clock. This shows a lack of confidence.
9. **Know what and when to speak:** Keep in mind you are in a formal setting. Even if the interviewer is acting friendly, avoid giving informal answers.
10. **Do not waste time:** The interviewer probably has a very busy day planned. Do not waste their time. Be direct in your answers.
11. **Mention your strengths:** Be confident and informative when talking about your strengths but do not be arrogant or boastful.
12. **Stay motivated:** In case you feel the interview isn't going as well as you hoped, don't be sad or demotivated?. Continue to reply honestly and enthusiastically. Remember, a positive attitude can leave a good impression on the interviewer.

- 13. Show gratitude:** No matter how your interview goes, always take a moment to thank the interviewers for their time and consideration. A positive attitude and polite behaviour can go a long way in impressing people.

#### **Factors responsible for failure in interviews**

1. Arrogance
2. Lack of subject knowledge
3. Apathy
4. Lack of confidence
5. Lack of clarity
6. Lack of firmness
7. Lack of leadership skill

#### **Preparing for the interview**

1. Brush your subject knowledge
2. Know the organization and the job description
3. Prepare your suitable CV
4. Thorough knowledge on the claims made.
5. Know yourself i.e. proper self introduction, strengths, weaknesses and career objectives.
6. Proper dressing.
7. Anticipate possible questions of HR and technical round and prepare answer accordingly.

### **4.3 Group Discussion**

Group Discussion (GD) is used to refer to an oral communication situation in which a small number of professionals meet to discuss a problem or issue to arrive at a consensus or to exchange information on a significant matter related to the function, growth or expansion of the organisation to which they belong.

Many corporate houses and even some education institutes use the GD for screening the candidates for recruitment and admission.

#### **Importance Of Group Discuss**

1. Enhances your knowledge
2. Stimulates your critical thinking
3. Discussion generates good questions
4. Improves your listening skills
5. Increases your confidence in speaking
6. Improves your leadership skills
7. Helps you understand your strength and weakness and retrieves your mistakes
8. Effective communication

#### **Do's for GD**

1. Define the topic or the issue.
2. Analyze its scope and implications.
3. Initiate and generate the discussion.
4. Listen to the views of others intently.
5. Encourage and provide reticent members to speak.
6. Intervene forcefully but politely, when the situation demands.
7. Summarize views of the others before presenting the point of view.
8. Be brief and to the point in the presentation of your views.
9. Concede to others' points of view, if they are reasonable.
10. Try to lead the group to a definite conclusion.
11. Emphasize the points you consider significant.

#### **Dont's for GD**

1. Don't be assertive in presenting the views.
2. Don't dominate the discussion.
3. Don't take over the discussion.
4. Don't make any personal remarks.
5. Don't jump to conclusions.
6. Don't speak continuously for a long time.
7. Neither raise your voice too high nor speak too softly.
8. Don't speak in monotone (unmodulated).
9. Avoid using speech mannerisms and time-fillers.

#### **Objectives of GD**

1. Collecting data.
2. Getting fresh ideas and taking inputs from a particular group.
3. Perception of common people on a particular topic.
4. Identify a solution to a specific problem or issue.
5. Selecting candidates after their written test for hiring in a company.
6. Selecting candidates for admission in an educational institute.

#### **Types of Group Discussion**

There are two types of Group Discussion, which are listed below:

##### **1. Case Study Based Group Discussion**

In such a discussion, a problem is given, and the participants are asked to resolve them. The panelists test the teamwork and decision-making skills of the participants.

The participants need to be active and updated with the things around them. It also tests the observation capability of the participants.

## 2. Topic-Based Group Discussion

There are few candidates in a group, where each group is given any topic.

The topic-based Group Discussion can be further classified as:

- a) **Controversial Topics:** The discussion on controversial topics becomes a debate. Such topics are given to judge the participants' temper and how they can handle the discussion without losing their calm. It shows that how a candidate can represent his/her views without arguing with other participants. The example of the controversial topics can be Triple Talaq, Reservation System, Religion equality, etc.
- b) **Knowledge-Based topics:** The participants should have a proper understanding of the topic before proceeding for a discussion. The information should be enough to convince the panelists. The essential thing is to be confident. Do not initiate the discussion if you are not aware of the topic. The examples of Knowledge-Based topics can be 'CAT vs. GATE' and 'Government jobs vs. Private jobs'.
- c) **Abstract Topics:** There is a growing trend of assigning abstract topics, i.e., topics which are vague or unclear. The abstract topics test the creativity and thinking of a candidate. It also tests the communication skills. Examples of such topics are 'Zero', 'One and one make eleven'.

## 4.4 Seminar/Conferences Presentation skills

.....Read from Unit 2 and Unit 3.....

## 4.5 Argumentation skills

- **Argumentation** is the process of forming reasons, justifying beliefs, and drawing conclusions with the aim of influencing the thoughts and/or actions of others.
- This is the thought process used to develop and present arguments.
- It is closely related to critical thinking and reasoning.
- The key concept here is "to convince the audience".

### Devices Of Argumentation

Argumentative reasoning skills are required to resolve complex issues for which some devices are to be used listed below:

- **Analysis:** The speaker while presenting his theme has to analyze the arguments he has incorporated in his presentation. He has to consider the evidences given, conclusions and assumptions made.

- **Cohesion and Emphasis:** A cohesive argument is a series of logical reasons to support an idea. It is presented to convince others.
- The speaker may start by showing research points and giving some context for the issue, by doing this, he seeks the support of the listeners.
- Likewise laying **emphasis** on the key ideas is a part of the argumentative skill.

## 4.6 Critical thinking

- Critical thinking is the ability to think clearly and rationally about what to do or what to believe, and understanding the logical connection between ideas.
- Critical thinking refers to the ability to analyze information objective and make a reasoned judgment.
- Critical thinking involves the evaluation of sources such as data, facts, observable phenomenon, and research findings.

### Steps of Critical Thinking

1. **Identify the problem or question:** Be as precise as possible: the narrower the issue, the easier it is to find solutions or answers.
2. **Gather data, opinions, and arguments:** Try to find several sources that present different ideas and points of view.
3. **Analyze and evaluate the data:** Are the sources reliable? Are their conclusions data-backed or just argumentative? Is there enough information or data to support given hypotheses?
4. **Identify assumptions:** Are you sure the sources you found are unbiased? Are you sure you weren't biased in your search for answers?
5. **Establish significance:** What piece of information is most important? Is the sample size sufficient? Are all opinions and arguments even relevant to the problem you're trying to solve?
6. **Make a decision/reach a conclusion:** Identify various conclusions that are possible and decide which (if any) of them are sufficiently supported. Weigh strengths and limitations of all possible options.

### Basic Critical Thinking Skills

1. **Analysis:** the ability to collect and process information and knowledge.
2. **Interpretation:** concluding what the meaning of processed information is.
3. **Inference:** assessing whether the knowledge you have is sufficient and reliable.
4. **Evaluation:** the ability to make decisions based on the available information.

5. **Explanation:** communicating your findings and reasoning clearly.
6. **Self-Regulation:** the drive to constantly monitor and correct your ways of thinking.
7. **Open-Mindedness:** taking into account other possibilities and points of view.
8. **Problem-Solving:** the ability to tackle unexpected problems and resolve conflicts.

## 4.7 Nuances

1. **Exposition:** A writing that attempts to inform the reader about something important or explain something to him/her (a process, a set of rules, the benefits of an activity, etc.). For example: business or technical writing, process writing, compare and/or contrast essays, and research-based essays, etc
2. **Narration:** writing that tells the reader about a particular event(s) that took place. Common narration writings: personal essays, short stories, novels, poetry.
3. **Description:** writing that uses vivid language to describe a person, place, or event so that the reader can picture the topic clearly in his/her mind. Fiction and poetry often use large amounts of descriptive writing, and sometimes only attempt to serve this descriptive purpose.

## 4.8 Effective Business Communication Competence

- **Communication competence** refers to the knowledge of effective and appropriate **communication** patterns and the ability to use and adapt that knowledge in various contexts.
- Communicative competence refers to both the implicit knowledge of a language and the ability to use it effectively. It is also called communication competence.
- In effective business communication the required competences are:

### Grammatical Competence

- It refers to the knowledge of grammar and vocabulary.
- The communicator should have the knowledge of the sounds and their pronunciation, the formation of words, the structure of sentences and also the way meaning is conveyed through language.
- Use of grammar rules develop a habit of thinking logically and clearly among the learners. This helps a learner to organize and express the ideas in his mind without difficulty.

### Discourse Competence

- It is the knowledge of how to produce or comprehend oral or written texts in the modes of speaking/writing respectively.
- It is knowing how to combine language structures into a cohesive and coherent oral or written text of different types.
- It deals with organizing words, phrases and sentences in order to create conversations, speeches, poetry, email messages, newspaper articles etc.
- **Cohesive** refers to linking expressions, such as conjunctions or adverbial phrases, to connect ideas.
- For Example: In other words, As a result, For this
- A **Coherent** text is one that makes sense.
- For Example: "Air pollution is a serious problem. It causes health problems and harms environment."

### Socio-linguistic competence

- It includes the knowledge of socio-cultural rules i.e. knowing how to use and respond to language appropriately. It indirectly means that the communicator has to know the codes of the other culture.
- Moreover, being appropriate depends on knowing what the restriction of the other culture are, what politeness indices are used in each case, what the politically correct term would be for something, how a specific attitude (authority, friendliness, courtesy, irony etc.) is expressed etc.

### Strategic competence

- It is ability to recognize and repair communication breakdowns before, during, or after they occur.
- If the communication was unsuccessful due to external factors (such as interruptions); or due to the message being misunderstood, the speaker must know how to restore communication.
- These strategies may be requests for repetition, clarification, slower speech, or the use of gestures, taking turns in conversation etc.



## 4.9 Solution of communication problems with verbal and non verbal means.

### Solution of communication problems with verbal means.

1. Think before speaking
2. Understand your audience
3. Be clear and concise
4. Vary your vocal tone
5. Pay attention to your body language
6. Be an active listener
7. Don't interrupt or redirect the conversation
8. Speak with confidence
9. Provide a suitable response

### Solution of communication problems non verbal means.

1. Maintain comfortable eye contact.
2. Use your facial expressions.
3. Maintain an open body position.
4. Be considerate of personal space.
5. Mind your posture.
6. Reduce stress.
7. Look at Signals as a Whole

## Unit 5: Dimensions of Oral Communication & Voice

### 5.1 Code and Content

#### Code

- A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person.
- In a way, all languages are codes.
- It contains elements that are arranged in a meaningful order.
- A code has a group of elements (vocabulary) and a set of procedures for combining these elements meaningfully (syntax).

#### Content

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

Thus, code and content in a laymen's language means communicating message (**content**) through some symbols (**code**).

### 5.2 Stimulus & Response

- **Stimulus and response** are the two terms that are frequently used in any discussion in the communication process.
- A '**Stimulus**' is anything that a person can receive through one of his senses. In fact, it is anything that can produce a sensation.
- A '**Response**' is anything that an individual does as a reaction to the stimulus.
- Communication is a two way process hence the stimulus (message) caused by the sender leads to a response (reaction after receiving the message) by the receiver

### 5.3 Process of Communication: Encoding process & Decoding process

The whole communication process consists of the following



#### The Encoding Process

- As language is a code, the encoding process is of vital importance.
- In order to convey message, the sender encodes his message *i.e.* he translates the message in the form of symbols.
- He must have a good vocabulary and good knowledge of grammar and syntax.
- Any flaw might distort the meaning of the message he wants to convey.

#### The Decoding Process

- The listener or the receiver decodes the encoded message *i.e.* he interprets the encoded message.
- He tries to decipher or understand the message.
- He must have enough knowledge to decode the message.

### 5.4 Pronunciation Etiquette

- Pronunciation in Communication Pronunciation refers to the way a word is spoken.
- Pronunciation affects the way we communicate. Right pronunciation helps in communicating more effectively and clearly.
- However, incorrect or improper pronunciation lead to misunderstanding and ineffective communication. As a result, the entire exercise becomes futile.
- For example: some people pronounce 'zoo' as 'joo'.

#### Some Oral Communication and Pronunciation Etiquette

- Make eye contact while speaking, it inspire others to listen.
- Try to make voice sound pleasing and soft.
- Do not speak in a monotonous voice, change the modulation of the voice occasionally.
- Do not mumble and speak clearly.
- Use of words which are clear to understand.
- Use proper body language to show interest in the ongoing conversation.
- At the end of the conversation, thanks the audience for listening patiently.

## 5.5 Syllables, Vowel & Consonant sounds

- A syllable may be defined as a unit of sound (pronunciation) with one vowel sound and with or without consonant sounds.
- A syllable is a vowel sound that is produced when pronouncing a word.
- A syllable is a part of a word that is pronounced with one uninterrupted sound.
- A syllable is a unit of sound which can be pronounced with a single effort of the voice.
- Syllables are the ways to split words into speech sounds.
- Words are divided into three types as per number of syllables :
  1. **Monosyllabic** : Words with one syllable. For example, on-on (VC)
  2. **Disyllabic** : Words with two syllables. For example, upon-up+on (VCVC)
  3. **Polysyllabic** : Words with more than two syllables. For example, syllable - sy+lla+ble (CVCVCVC)

### Vowel Sounds

- During the production of vowel sounds, the air from the lungs comes out in an unrestricted manner in a rather continuous stream.
- There is no closure of the air passage or friction between any speech organs. There are twenty distinct vowel sounds in English.
- These **20** vowel sounds are further classified as pure vowels and diphthongs.
- A **Monophthong (pure vowel)** is a single sound marked by its steady quality.
- During the production of a pure vowel, its quality does not change.
- In the production of a **diphthong**, one sound position glides to another, as a result of which the quality of the vowel changes.
- For example, /i:/ is a pure vowel as in 'feet', whereas /aɪ/ is a diphthong as in 'fight'.

### Consonant Sounds

- While pronouncing consonants, the air passage is either completely or partially closed and the air passes through the speech organs with an audible friction.
- There are **24** distinct consonant sounds in English.

## 5.6 Intonation: Tone

- The **intonation** of a language refers to the patterns of pitch variation or the tones in its utterances. In normal speech, the pitch of our voice goes on changing constantly---going up, going down, and sometime remaining steady.
- **Intonation** is closely linked to stress because important changes in pitch occur with stressed syllables. Generally take place on the last stressed syllable in an utterance , hence this syllable is called the nucleus.
- **'Tone'**, which is the movement or level of pitch that is used, forms the central part of intonation. When we are engaged in normal speaking, the tone and pitch of our voice constantly changes depending on our mood to express what we just mean to say.
- Here the pitch of the voice says a lot. For **example**, if you are angry while speaking with somebody, you can express your anger by just calling his name in a very high pitch. The same sentence can be said in different ways, which would indicate whether the speaker is angry, happy, grateful or just indifferent. The intonation, therefore, clearly conveys the feelings and attitude of the speaker.

### Type of intonation

1. **Falling tone (tone I):** When the speaker begins a sentence at a high note but gradually shifts to a lower note as he reaches to the end of the sentence, it is known as a falling tone.

A falling tone will be marked with a symbol \ in front of the syllable to which it refers, above the line for high falling tone and below the line for low falling tone.

Uses of the Falling Tone:

- a. It is used in ordinary statements without emotional implications.
- b. It is used in sentences beginning with question words.
- c. It is also used in commands.

2. **Rising tone (tone II):** When the speaker begins at a lower note but gradually shifts to a higher note as he reaches to the end of the sentence, it is known as rising tone. It is marked with / symbol.

The symbol will above the line for high rising tone and below the line for the low rising tone.

Uses of Rising Tone:

- a. In incomplete utterances, the first clause may have rising tone.
- b. It is used in yes/no answer type questions.
- c. In 'wh' type question words when they are said in a warm and friendly manner.

## 5.7 Flow in Speaking

Below are the some 10 tips for Smooth Speech Fluency.

1. Speak slowly. Don't rush to speech.
2. Breath naturally
3. Start slowly. You can speed up gently as you gain confidence.
4. Practice public speaking.
5. Be aware. Keep your eyes and ears open.
6. Sing! Singing helps with proper voice utilization.
7. Be patient, give time.
8. Practice! Practice makes men better.

## 5.8 Speaking with a purpose

Some of the 5 ways to speak with purpose & passion are discussed below:

1. **Use inclusive language.** Replacing "you" with "we" lets your audience know you are willing to work with them.
2. Adapt to the feedback you see from your audience.
3. **Let your personality take the stage.** Be yourself—your audience came to watch YOU. You will establish greater credibility, not only for your knowledge but also your character.
4. **Communicate as a leader.** Look how many people are looking up to you. This isn't meant to make you feel nervous, it's to make you feel empowered—like an authority.
5. **Be a storyteller.** Telling personal stories shows others that you are a real, accessible person. The audience, in turn, will be able to relate to you and become inspired.

## 5.9 Speech & personality

- Speech and personality development are one of the most important aspects of an individual. Developing and enhancing our communication and speech helps us to be better presenters of our ideas.
- Each and every individual in our society has a distinct personality. This personality needs to be enhanced and groomed with the help of speech and personality development.
- Also, Speech reflects the personality of an individual. Speech is one of the way to represent your personality to in front of audience.

## 5.10 Professional Personality Attributes

Some salient personality attributes of a profession which pay a lot when he is speaking to his company-mates:

1. **Empathy:** Empathy has been defined as a quality of sharing the joy of others. This ability enables the person to sense other people's emotions and also imagine what someone might be thinking or feeling.
2. **Considerateness:** Considerateness makes a professional compassionate and caring and helps him to make his a audience to feel part of their community and contribute positively.
3. **Leadership:** Leadership quality imparts confidence to the speaker when he realizes that he has the ability to fulfill a particular role. The speaker gains strength, courage to face those challenges which require energy and positively.
4. **Competence:** The attribute of competence refers to the quality of possessing required skill, knowledge, qualification or capacity.
5. **Assertiveness:** Assertive behavior enables an individual to think in a positive manner about himself as well as about other.
6. **Positive Attitude:** It is the most important train of a professional's issue. It helps in reducing stress and seeks other's cooperation