

Course Code: HSC102B

Course Title: Business Communication and Presentation Skills

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Lectures: 1-4

Sentence Construction

At the end of the Lecture students will be able to :

- Identify different types of sentences and their usage
- Identify factors affecting vocal delivery of messages
- Construct correct sentences to aid effective communication

Content

- Sentence-Introduction
- Types of sentences
- Sentence coherence
- Effective sentence structure
- Vocal delivery of messages
- Factors effecting vocal delivery of messages

Sentence -Introduction

Sentence is a set of words that is complete in itself, containing a subject and predicate, conveying a statement, question, exclamation, or command, and consisting of a main clause and sometimes one or more subordinate clauses.

Every complete **sentence** contains two parts: a **subject** and a **predicate**. The subject is what (or whom) the sentence is about, while the predicate tells something about the subject.

Example: Judy runs every morning.

Judy-subject

Runs every morning-predicate

Sentence – Introduction (Contd.)

There are only three punctuation marks with which to end a sentence:

- Period
- Question mark
- Exclamation mark

Using different types of sentences and punctuation, one can vary the tone of their writing and express a variety of thoughts and emotions.

Sentence Pattern

- Subject + verb + object
- Subject + Verb
- Subject + Verb + Adverb
- Subject + Verb + Adjective + Object

Note : Sentences can also be categorized as Simple Sentences, Compound Sentences and Complex Sentences.

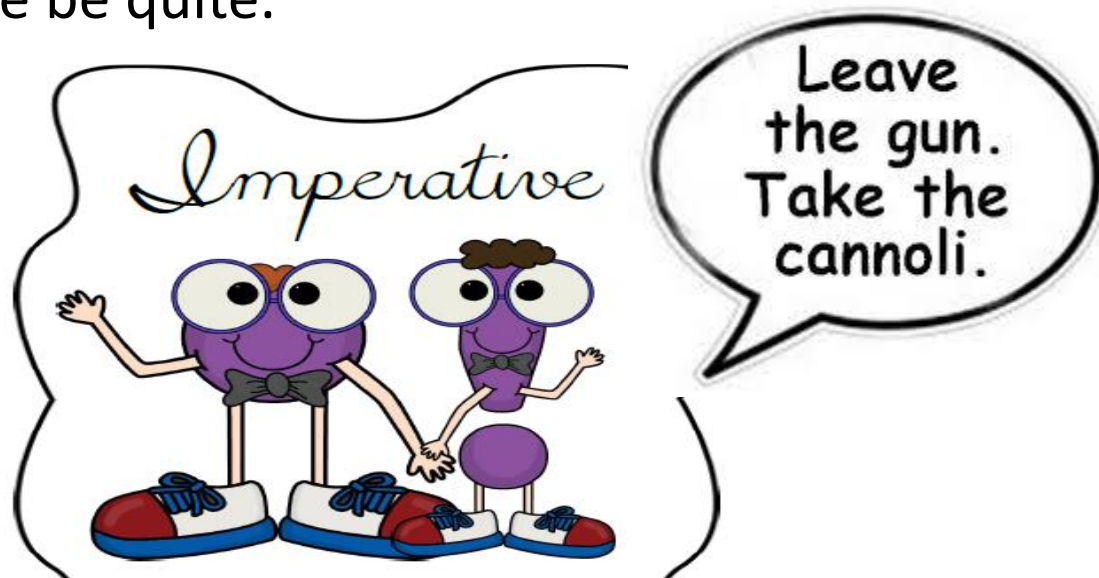
Types of sentence

There are four types of sentence -

1. Imperative sentence - An imperative sentence is a command or a polite request. It ends with an exclamation mark or a period / full stop.

Examples:

1. When a dog runs at you, whistle for him.
2. Please be quite.



Types of sentence (Contd.)

2. Declarative sentence - A declarative sentence states a fact and ends with a period/full stop.

Examples:

1. He has every attribute of a dog except loyalty.
2. His sister's name is Sita.



Types of sentence (Contd.)

3. Interrogative sentence - An interrogative sentence asks a question and ends with a question mark.

Example:

1. Is this your book?
2. What is your favorite movie?



Types of sentence (Contd.)

4. Exclamatory sentence - An exclamatory sentence expresses excitement or emotion. It ends with an exclamation mark.

Example:

1. You did a great job!
2. What a beautiful day!



Sentence Coherence

- Sentence coherence is integral to sentence effectiveness. Appropriate connectives should be used to connect words , phrases, and clauses in a sentence
- Length of sentence : Varies from person to person
- Use all types of sentences : Simple, Complex, Compound
- Adjust sentence length according to reader, subject matter and style



Effective Sentence Structure

- Choose appropriate sentence → Edit sentences for word order, confusing phrases
 - Express ideas in complete sense
 - Use conjunctions

Note: Avoid confusing sentence

Methods for Condensing Longer Sentences

- Try to replace clauses by phrases and phrases by words
- Make use of one word substitutions
- Avoid all unnecessary repetitions
- Link various sentences
- Exclude examples, comparisons, contrasts, minor details, digressions, figures of speech

Vocal Delivery of Message

Vocal delivery includes components of speech delivery that relate to your voice. These include tone of the voice, volume, pace and rhythm.

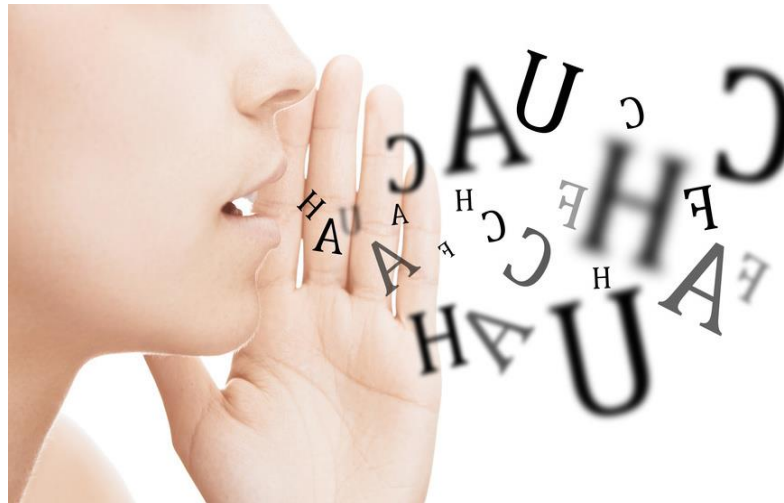
Our voice is important to consider when delivering our speech for two main reasons-

- Vocal delivery can help us engage and interest the audience
- Vocal delivery helps ensure that our ideas are communicated clearly

Factors Affecting Vocal Delivery of Message

The Tone of Voice: Helps the listener identify the purpose of the sentence .

Stress and emphasis: Changing the order of emphasis on the words in a sentence, changes the meaning of the sentence completely.



Factors Affecting Vocal Delivery of Message (Contd.)

Pace and Rhythm: The rate of speech and the usage of appropriate pauses impacts the meaning of words spoken. It also determines the attitude of the listener.

Volume: A person should be flexible in terms of appropriateness of volume, as different situations warrant different levels of volume from the speaker.

However, speaking at very low or very high volume may come across as submissive or aggressive respectively.

Summary

- Sentence is a set of words that is complete in itself, containing a subject and predicate
- There are four types of sentence
 1. The declarative sentence merely makes a statement.
 2. The imperative sentence expresses a command, order or request.
 3. The interrogative sentence asks a question
 4. The exclamatory sentence expresses a sudden emotion.
- Vocal delivery includes components of speech delivery that relate to your voice. These include tone of the voice, volume, pace and rhythm

References

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