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Communication is the lifeblood of every organization:

Organization is a group of people that communicate ideas associated to business, political or religious etc and interact with each other. For every organization communication is necessary to communication these ideas making it the lifeblood of an organization.

Internal Communication: Communication within an organization.

Types of internal communication:

Downward Communication: Communication done from upper management to employees is called downward communication. It is useful for employees so that they can execute their jobs effectively.

Upward Communication: Communication done from employees to upper management is called upward communication. It is used for improving feedback and useful for executives for decision making.

Horizontal communication: Communication done between peers and employees of the same rank is called horizontal communication. It is useful in team building and project management.

External Communication: Communication done outside of an organization.

This type of communication is done towards the public or to other organizations to maintain relationships, and reputation.

Components of communication:

Sender-encoder: The sender-encoder uses symbols to create a message and desired response

Message: The core idea that is being communicated whether verbal or nonverbal is called a message.

Medium: The transmission of a message through a medium, such as voice, printed paper, emails, memos etc.

Receiver-decoder: The person receiving the message is called a receiver decoder. The receiver-decoder is influenced by the context and by their mental filter. There may be more than one receiver-decoder.

Challenge of communication in the Global market:

To communicate internationally you must develop the right attitude and prepare adequately for effective communication. Also being flexible in attitude and methods of communication is a plus for communication.

Developing the right attitude:

You're representing a company whenever you communicate with a customer, so developing the right attitude is a necessity which can bring your company millions to billions because of you doing an honest and enthusiastic job competency which helps the doer and receiver. A good attitude builds goodwill.

Concepts and problems of communication: The problems encountered in communication are varied such as culturally, mentally or different attitudes and communication styles.

Cultural problems: People in different cultures have different standards of operation which they follow unconsciously due to environmental effects. An example would be that Japan is slow but detailed in the quality of their work while Germans are thorough in their reports. These types of cultural differences may make work difficult between both countries as German's value being on time while Japan values quality regardless of time.

Conventions of meaning: the more common experiences surrounding a symbol is made, the more people understand its meaning. Acronyms are a good example of the convention of meaning such as laser is commonly associated with a light amplification device and people would understand its meaning in a lot of contexts but acronyms like LIFO or FIFO are commonly understood by people who are in computer science or science in general and would not be understood by people who are not accountants. A word may also have many meanings and may be misunderstood by someone.

Perceptions of reality:

Abstracting: Focusing on some details while omitting others is a process called abstracting.

Desired effects of abstracting: Only using select facts to accomplish your purpose and omit the rest such as writing a one-page application letter about yourself.

Slanted statements: Some people may purposely abstract because they are biased and may make one thing look good or bad. It is unfair to slant in factual reporting.

Inferences: Conclusions drawn from evidence.

Desirable effects of inferences: We assume on a day-to-day basis many things.

We can infer that if we send an item through a delivery system then the item will

be delivered to the receiver.

Risk of inferences: Inferences can be risky because one cannot assume what someone or something intends.

Values, attitudes and opinions:

Favourable and unfavourable information: A person during a conversation will weigh the risks and benefits of information and will only provide favourable information and omit unfavourable information.

Inadequate or incorrect information: Sometimes a receiver may be misinformed in their information about something and interpret the meaning of a message differently than its intended meaning.

Closed minds: A person may be closed minded and not change their opinion on something.

Senders credibility: People react more favourably to a communicator who has more credibility someone whom they trust and respect.

Non- Verbal Communication: Communication that is done using body language, tone and facial expressions.

Non-Verbal Communication includes:

- Appearance
- Body language
- Silence, time and space.

Appearance:

Effect on written messages: Written messages such as a letter can be influenced by appearance which includes the paper colour, weight and quality of the paper and how it was formatted, and its neatness give a positive or negative impression to the receiver. Effect on oral messages: Whether you are speaking face to face or in a group meeting your personal appearance and the appearance of your surroundings affect how your message is received.

Personal appearance: Clothing, hairstyle, cosmetics, jewellery, posture and stature are all part of personal appearance. They convey impressions regardless of age, nationality, occupation and social and economic level, good or bad judgment. Appearance of surroundings: Lighting, furniture, cleanliness, room size, architecture, machines all effect the appearance of surroundings which give off a message.

Time: In cultures time is also a form of nonverbal communication. In the US and Germany being on time is considered a good thing while in middle eastern countries it being a little late is normal because they believe they will accomplish the task regardless of time and not out of discourtesy.

Context is excluded from finals

Feedback is excluded from the finals.

Denotation is excluded from finals.

Connotation is excluded from finals.

Euphemism is excluded from finals.

Facial Expression is excluded from finals.

Voice and sounds is excluded from finals.

Silence is excluded from finals.

Space is excluded from finals.

Completeness: A message is complete when it contains all facts and figures necessary for the receiver. Completeness offers benefits such as building goodwill, saving people from having to send additional messages and saving companies from lofty lawsuits. Receivers have different mental filters, so the sender has to assess their message through the eyes of the receiver. Here are three guidelines to help keep that in mind

- Provide all necessary information.
- Answer all questions asked.
- Give something extra, when desirable.

Provide all necessary information: In providing necessary information, there is a technique called the **five W questions** – *who, what, when, where, why*. It is especially useful in writing requests, announcements and other informative messages.

Example:

to order (request) merchandise, make clear what you want, when you need it, to whom and where it is to be sent, and how payment will be made.

to reserve a hotel banquet room, specify the accommodations needed (what), location (where), sponsoring organization (who), date and time (when), event (why), and other necessary details (how),

Answer all questions asked: Answer all questions stated or implied. If you have no information on a particular question, say so clearly. If you have unfavourable information in answer to certain questions, handle your reply with tact and honesty. An incomplete reply causes a receiver to think that you are either careless or purposely trying to conceal a weak spot” **omission cast suspicions**”. Before answering a message, a sender may want specific information, if so, reply with a list of the needed details to the receiver so that he sends the details back to you.

Give something extra when desirable: Receivers who send questions may not know what they need and the sender should account for that type of problem. To do that a sender would give extra information when desired in goodwill for the receiver. **When desirable** is the keyword here which means if a receiver is new to something, giving extra information **when desirable** would be much appreciated to the receiver.

Conciseness: Conciseness is using fewest possible words without sacrificing the idea of the message. It is complete without being wordy. It saves both the sender and receiver's time. Combined with a "**you-view**", it makes the message more interesting. To achieve conciseness, observe the following suggestions:

- Eliminate wordy expressions.
- Include only relevant material.
- Avoid unnecessary repetition.

Eliminate Wordy expressions: Use single word expressions and omit unnecessary expressions, omit 'that' and 'which' clauses, avoid using empty phrases, limit passive voice and eliminate unnecessary prepositional phrases, but do not distort the meaning of the message.

Include only relevant material: Stick to the purpose of the message and delete irrelevant statements. Omit obvious info, avoid long intros and explanations or pompous words with gushy politeness and get to the important point tactfully and concisely.

Avoid unnecessary repetition: Only use repetition for necessary emphasis otherwise unnecessary repetition leads to dullness. A trick would be to use initials or the pronouns of any name. use a shorter name and cut out needless repetition of phrases and sentences.

Examples:

1. Use a shorter name after you have mentioned the long one once. Instead of the "North Central Company," use "North Central."
2. Use pronouns or initials rather than repeat long names. Instead of citing "American Association of Technical Analysts" again and again, use "it" or "they" or AATA. When using well-known initials or acronyms, give the full reference first with the initials in parentheses: The North American Free Trade Agreement (NAFTA) is being debated in Congress.

Consideration: Basic practice of empathy comes under consideration for the receiver. It underlies the othersix C's. You have to adapt your language to your receiver. Three specific ways to indicate consideration are:

- Focus on “you”.
- Show audience benefit or interest in the receiver.
- Emphasize positive facts.

Focus on “You”: Try to focus on how the receiver thinks and look from their point of view. Instead of writing “I” or “We”, you tell “You” which gives consideration for the receiver.

Sometimes it is better to not use “You” as it may come off as offensive such as saying

(You failed to enclose your check in the envelope.) what would be better is **(The check was not enclosed).** Which would be rather polite.
if you used passive voice such as.

Because “You” if used in a document where there are insults and sarcasm and bad jokes the receiver may become offended.

Show audience benefit or interest in the receiver: When possible and true try to show benefits to your receiver which would show that the benefits are worth the risk and the cost you ask of them. If a benefit is irrelevant to the subject matter, then at least show interest and concern to the receiver.

Example:

You will be glad to know that we now have a walk-up window open 7-9 A.M. and 3-8 P.M. every weekday.” Some readers wonder, “So what?”

The following revised sentence includes reader benefit: “You can now take care of your banking needs at our new Walk-Up Window. It is open with a capable teller to serve you 7-9 A.M. and 3-8 P.M. Monday through Friday.”

Emphasize positive facts: It is important to accent positive facts, that is stressing what can be done instead of what cannot be done. It would also be better to use more positive words such as *generous, cordial, happy* etc instead of negative words such as *regret, failed, fault* etc.

An example would be a letter opening with negative words and focusing on the negative which are underlined:

We regret that, since you closed your account; your name will be missing from our long list of satisfied customers- We sincerely hope that, despite the best efforts of our fine staffs there were no occasions on which you felt we failed to serve you properly.

True consideration is a result of integrity and ethics in communication.

Concreteness: Use exact and definite language in a message without ambiguity, but explicit statements is called concreteness. The following guidelines will be used for concrete messages.

- Use specific facts and figures.
- Use active voice.
- Choose vivid, image-building words.

Use specific facts and figures: Be specific in facts or figures given such as mentioning the time, place of a meeting. Sometimes the exact figures are unimportant and can be omitted and simplified.

Note some exceptions to the “facts and figures” rule:

1. When it is not possible to be specific: “You may not have the precise figures or facts.”
2. When you wish to be diplomatic (considerate): “You have missed three invitations to my office” is harsh; you may be more tactful by saying “I’ve sent you several reminders to see me in my office.”
3. When exact figures are unimportant, as in “more than half the committee was present.”

Put action into your verbs: Use active voice so that the subject performs the action. Sometimes you may want to avoid active voice and use passive voice to avoid being personal or stress the object instead of the verb and when the doer isn’t important in a sentence.

Choose vivid, image-building words: Use of vivid imagery and figurative language can also be used, but with caution as business writing uses fewer descriptors.

Concrete language evokes sensory response in people. For example, instead of saying “It was hot today” you can say “sweat trickled down my arms”.

Clarity: Communicating your idea effectively and exactly so the reader understands what you said is called clarity.

- Use precise, concrete, and familiar words.
- Construct effective sentences and paragraphs.

Use precise, concrete, and familiar words: Use precise, familiar words and not pretentious words language and use synonyms instead of Latin terms and eliminate technical or business jargon if the reader will not understand it or is not familiar with it. If you have a long word and a short word, use the short, familiar word that your reader or listener will quickly understand.

Construct effective sentences and paragraphs: Use effective grammar, keep an eye on the **length** which the suggested average is **17 to 20** words or **3 to 30 words**. If it longer than 40 words, try to rewrite the sentence.

Unity of words and keeping the same topic and closely related ideas are important and **coherence** of a sentence, which is the arrangement of words is also important.

Emphasis such as putting main ideas up front within a sentence is also considered.

Courtesy: Knowing your audience allows you to use statements of courtesy; be aware of your message receiver. Basically, speak with politeness and respect, rather than use mechanical insertions such as 'thank you' or 'please', or in a nutshell be sincere. Three guidelines are:

- Be tactful, thoughtful and appreciative.
- Use expressions that show respect.
- Choose non-discriminatory expressions.

Be tactful, thoughtful and appreciative:

1. **Tact:** Don't be abrupt or blunt, but be more tactful and considerate of what your going to say and how you're going to say it.
Tactless, Blunt: Stupid letters I can't understand any of it.
More Tactful: It's my understanding
2. **Thoughtfulness and appreciation:** Be cordial and appreciative with courteous messages and deserved congratulations.

Use expressions that show respect: Be respectful and mindful of your words by respecting the readers boundaries and use formal language. Do not use irritating expressions, or questionable humour.

Choose non-discriminatory Expressions: Be respectful of other cultures, gender, race, ethnicity or physical features. Do not use sexist words and singular pronouns but use they/them or the appropriate gender-neutral word. And in names, treat each gender with respect such as writing Mr smith and Mrs smith.

Correctness: Correctness entails proper grammar, punctuation and spelling. It follows three characteristics.

- Use the right level of language.
- Check accuracy of figures, facts and words.
- Maintain acceptable writing mechanics.

Use the right level of language: There are three types of language, formal, informal and substandard language.

Formal language is used in scholarly writing, doctoral studies, and legal documents.

Informal language is more characteristic of business writing.

Substandard language is incorrect and should be avoided.

Check accuracy of figures, facts and words: Be factual with provide proofs and accurate facts and figures, and do not guess. And use correct words while looking at a dictionary, as they dictionary has the intended meanings of these words.

Maintain acceptable writing mechanics: Use correct grammar and syntax.

Appendix B

Grammar:

1. (Dangling Modifiers)

- Grammar involves sentence and clause structure.
- A **dangling modifier** is a word or phrase that doesn't clearly relate to the word it modifies, leading to confusion.
- Modifiers must be placed near the word they describe.

2. Coherence

- Coherence connects sentences and ideas smoothly.

- Words and phrases (connectors) help make writing clear and logically connected.

3. Parallel Structure

- Parallel structure means using the same grammatical form for related ideas.
- It improves clarity and shows relationships between ideas by repeating patterns.

Punctuation:

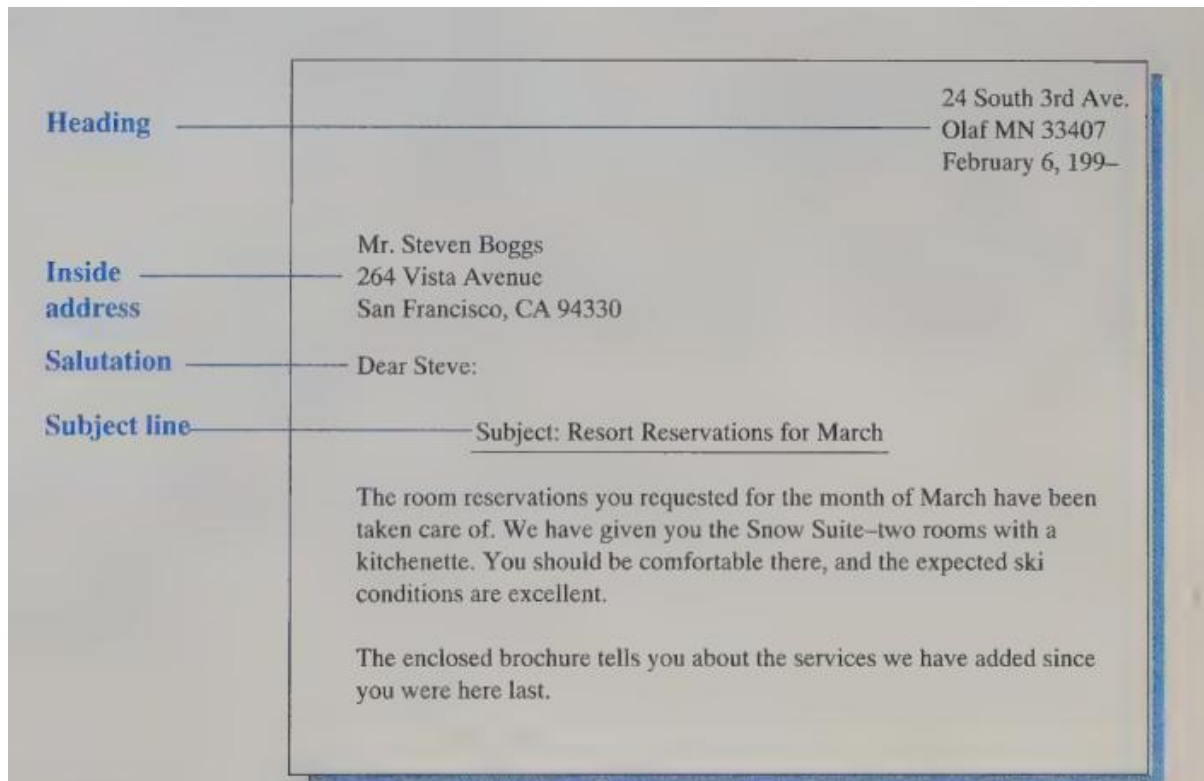
1. **Period (.)**: Signals the end of a statement. Also called a "full stop."
2. **Comma (,)**: Separates items in a series, clauses, or phrases for clarity. Also sets off nonessential information.
3. **Semicolon (;)**: Joins closely related independent clauses without a conjunction; more formal than a comma.
4. **Colon (:**)
 - Introduces lists, quotations, or explanations.
 - Separates hours and minutes (e.g., 5:30 p.m.).
 - Follows salutations in business letters (e.g., "Dear Ms. Smith:").
5. **Dash (—)**: Emphasizes words or sets off a series within a sentence.
6. **Hyphen (-)**: Joins compound modifiers (e.g., "well-known") or parts of words (e.g., "ex-president").
7. **Exclamation Mark (!)**: Indicates strong emotion (e.g., "Wow!").
8. **Question Mark (?)**: Ends direct questions or shows doubt (e.g., "Really?").
9. **Quotation Marks (" ")**
 - Enclose direct quotes or unusual terms.
 - Punctuation rules vary: commas/periods go inside; semicolons/colons go outside.
10. **Ellipsis (...)**: Shows omitted text in a quote.
11. **Apostrophe (')**
 - Indicates possession (e.g., "Alice's book").
 - Marks contractions (e.g., "don't").
 - Forms plurals of letters/numbers (e.g., "A's").
12. **Slash (/)**
 - Separates words (e.g., "and/or").
 - Shows omission (e.g., "w/o" for "without").
 - Represents fractions or dates informally (e.g., "3/4").

Letter

Most business letters have the following parts: (1) heading: letterhead and date, (2) inside address, (3) salutation, (4) body, (5) complimentary close, (6) signature area, and (7) reference section,

Heading-- Letterhead	LETTERS FOR LIVING 472 South 4th San Romano, Texas 40023-1300
Date	February 15, 199-
Inside address	Ms. Sylvia Murtree Communications Director Sogood Products, Inc. 1448 Elm Street Frankfort, KY 47001-2233
Salutation	Dear Ms. Murtree:
Body	<p>You are reading an example of the modified-block form of business letters. This form is characterized by all parts of the letter except the date, complimentary close, and signature sections beginning at the left margin.</p> <p>In this example, the date and the complimentary close both begin at the horizontal center of the page. (The date could also be placed so that it ends at the right hand margin. Likewise, the complimentary close could start to the right of center so that the longest line in the signature area ends at the right hand margin.) Company and business title are typed on the fourth line below the complimentary close. The signer's title may be typed on the line below his or her name; or if it is long, it can be split and typed on two lines.</p> <p>This letter uses mixed punctuation, which means that there is a colon at the end of the salutation and comma after the complimentary close. No punctuation is used after the date or after any line in the inside address, except after an abbreviation, such as "Inc."</p>
Complimentary close	Sincerely,
Signature area	Francis Seago, Director Customer Services
Reference initials	EEL:mo

This is the American style or Full block style



This is the British style or semi-block style.

Here are concise definitions for each part of a standard business letter:

1. Heading (Letterhead & Date):

Letterhead: Preprinted company information (name, logo, address) at the top of the page. **Date:** Typed below the letterhead (e.g., **March 5, 1997**).

2. **Inside Address:** Recipient's name, title, and address aligned left. Includes courtesy titles (*Mr., Ms., Dr.*) and professional titles (e.g., *Vice President*).
3. **Salutation:** Greeting (e.g., **Dear Ms. Smith:**) typed two lines below the inside address.
4. **Body:** Main content of the letter, single-spaced with double spacing between paragraphs.
5. **Complimentary Close:** Polite closing (e.g., **Sincerely, Best regards**) before the signature.
6. **Signature Area:** **Handwritten signature** above the typed name and job title. Company name may be included if not on the letterhead.

7. **Reference Section:** Initials of the letter's composer and typist (e.g., **MLQ/mb**).
May include disk/file references in digital correspondence.
8. Here are the English and Urdu meanings of the words you provided:

Word	Meaning in English	Meaning in Urdu
Alike	Similar in appearance or nature	ایک جیسا، مشابہ
Thorough	Complete and detailed	مکمل، باریک بینی سے
Intended	Planned or meant	ارادہ کیا گیا، مقصود
Sharply different	Very distinct or contrasting	بالکل مختلف
Fundamental	Basic or essential	بنیادی، اساسی
Littered	Scattered untidily	بکھرا ہوا، کوڑا کرکٹ سے بھرا ہوا
Humorous	Funny or amusing	مزاحیہ، خوش طبع
Often	Frequently, many times	اکثر، بار بار
Semantic	Related to meaning in language	معنوی، زبان کے مفہوم سے متعلق
Referents	Things that words refer to	مرجع، وہ چیز جس کا ذکر ہو
Acronyms	Abbreviations formed from initial letters	UNO, NASA مخفف، مختصر الفاظ جیسے
Standard	A level of quality or norm	معیار، اصول
Notable	Worthy of attention or mention	قابل ذکر، مشہور
Denotations	Literal meanings of words	لغوی معنی، براہ راست مفہوم
Connotations	Implied or emotional meanings	تاثیر، ضمنی مفہوم
Euphemisms	Mild terms used instead of harsh ones	نرم الفاظ، خوش آئند الفاظ
Attribute	A quality or characteristic	خصوصیت، وصف
Abridged	Shortened but retaining meaning	مختصر کیا گیا، خلاصہ
Legislator	A lawmaker	قانون ساز
Bimonthly	Occurring every two months	ہر دو ماہ بعد
Tenement	A run-down apartment building	خستہ حال رہائشی عمارت
Conglomerate	A large corporation with diverse businesses	مختلف کاروباروں والی بڑی کمپنی
To table a proposal	To formally present a proposal for discussion	تجویز پیش کرنا
Recipient	One who receives	حاصل کرنے والا، موصول کنندہ
Interpreted	Explained the meaning of	تشریح کیا گیا، مطلب بتایا گیا
Intendent	A person who manages or oversees	نگران، منتظم
Occasion	A particular event or time	موقع، تقریب
Literal	Exactly as stated, not figurative	لغوی، حرف بہ حرف
Arouse	To stir up or awaken (emotion, interest)	بیدار کرنا، ابھارنا
Qualitative	Related to quality rather than quantity	معیاری، صفاتی
Bookworm	Someone who loves reading	مطالعہ کا شوقین، کتابوں کا کیڑا
Scholar	A learned person	عالم، فاضل
Dropout	A person who leaves school/college before completing	تعلیم ادھوری چھوڑنے والا

Word	Meaning in English	Meaning in Urdu
Gunner	A student aiming for top grades (slang)	اعلیٰ نمبروں کے لیے کوشاں طالب علم (عامیانہ)
Colloquial	Informal language used in conversation	عام بول چال کی زبان
Complex	Complicated or intricate	پیچیدہ، الجھا ہوا
Infinite	Without limits or end	لا محدود، بے انت