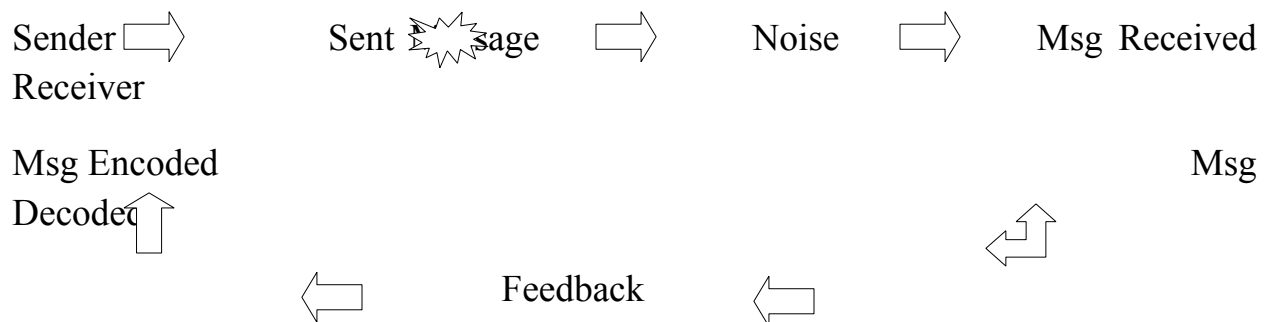


COMMUNICATION

Communication - comes from the word ‘communicare’ which means to impart, or to commune literally meaning “giving or sharing information”

We need to share information, ideas, knowledge with others.

“Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results.”- Peter Little in his book ‘Communication in Business’



Sender –encoder – sender chooses whether the message will be written or oral, which medium.

Message – decide the first point of your message and what other information to include

Medium- which medium to choose printed word, electronic mail or sound.

Receiver- Decoder- the reader or listener decodes and interprets according to his experience, skill attitude.

Feedback- can be oral, written or non-verbal

Medium can be - 1. Oral 2. Written

Other media – Visual, Audio-Visual, Computer Based and Non-Verbal Communication.

1. **Oral Communication**- face to face conversations, conversation over telephone, radio broadcasts, interviews, group discussions, meetings, conference and seminar announcements over the public address system, speeches etc.
2. **Written communication**- letters, circulars, memos, telegrams, reports, minutes, forms, questionnaires, manuals
3. **Visual communication**- gestures and facial expressions, tables and charts, graphs, diagrams, posters, slides, film strips etc.
4. **Audio- visual communication**- T.V. cinema, films that combine visual impact with narration
5. **Computer-based communication**- e-mail, voice mail, cell phones, fax etc.
6. **Non- Verbal communication**- Appearance, body language, silence, time and space

Difference between Oral and written communication-

ORAL Comm.	- WRITTEN Comm.
1. Immediate feedback	- Delayed feedback
2. Short words simple, conversational lang.	- longer sentences, formal lang.
3. Focus on prompt action, interpersonal skills	- focus on content
4. Less detailed technical information	- detailed technical information
5. Cannot be saved for review	- possibility of review
6. Cannot be saved as record	- useful for permanent record

Non-verbal communication- oral communication- 35% verbal meaning and 65% body language

Non- verbal communication includes:-

1. Appearance
2. Body language
3. Silence, Time and Space

Appearance communicates-

Written communication- the format, neatness, spelling, grammar and punctuation

Oral communication -1) personal appearance, jewelry, cosmetics, dress, hairstyle, posture. 2) Appearance of surrounding- room size, location, furnishing, decoration, architecture, lighting, view etc. tells about status.

Body Language (Kinesics) - includes

facial expressions and eye contact convey hidden emotions

gestures and postures convey self-confidence and status, interest

smell and touch- convey hygiene habits and relationship- friendship, love etc.

voice and sounds- paralinguistic or paralanguage, (voice, volume, articulation, pitch) conveys confidence, knowledge,

Silence, Time (Chronemics) and Space (Proxemics)-

Silence-conveys emotion when read with body language- anger, joy, resentment

Time- punctuality in oral and written communication

Space- 4 different types of space- intimate – 0-18 inches, personal- 18 inches- 4 feet, social- 4- 12 feet, and public- 12 feet – 25 feet

Conclusion - Co-relate verbal and non-verbal communication for effective communication. Interpret non-verbal communication in context of inter-cultural communication as

Canadian listeners nod to signal agreement, while Japanese nod to indicate only that they have understood.

British stare at a speaker and blink eyes to indicate understanding, while Americans consider staring as impolite.

Flow of Communication

Information flows both formally and informally. Formal communication refers to communication that follows the official hierarchy and is required to do one's job. It flows through formal channels.

Internal operational and external operational communication is formal.

Information of various kinds flowing through formal channels-such as policy or procedural changes, orders, instructions confidential reports is formal communication.

Formal communication can flow in various directions: vertical, lateral or diagonal.

1. **Vertical communication**-consists of communication up and down the organization's chain of command .Can be classified as

a) Downward – From top to bottom – from a manager down the chain of command .When manager informs, instruct, advise or request their subordinate, communication flows in downward.

Downward communication can take any form – emails, memos, notices, face to face conversation telephone conversation.

b) Upward communication – from bottom to top – when reports or findings are sent to superiors. Important for decision making and gathering day to day information. Eg.- Form – reports, analysis statistical.

2. Horizontal/Lateral communication – takes place among peer groups or hierarchically equivalent employees at the same level.

Important to facilitate co-ordination, save time, bridge any communication gap. Eg.- sharing of reports for better ideas.

3. Diagonal communication or cross – wise communication flows in all directions and across the various functions and levels in an organization.

it is deviation from the normal chain of communication but it expedites action. Eg. Sales manager communicating directly with the vice president (production) of different branch.

BARRIERS TO COMMUNICATION

We become aware of the need for effective communication only when there is a breakdown in the process.

Problem arises as wrong assumptions are made about the person to whom (assuming the other parties' level of technical knowledge) the message is being sent and sometimes about the message itself.

If communication fails to evoke the desired response, follow these five steps:

- Identify the problem –e.g. bimonthly report: twice a month; once in 2 months.
- Find the cause
- Work on alternative solutions.
- Opt for the best solution
- Follow up rigorously.

Any interference in the message sent and message received leads to the production of 'noise'. The term communication barriers, or that which inhibits or distorts the message, is an expansion of the concept of noise. Noise here does not mean cacophony, but a break in the communication process.

Defn: - Noise is defined as any unplanned interferences in the communication environment which causes hindrance in the transmission of the message

Noise distorts interpretation or the decoding of the communication process.

Noise can be classified as:

1. Channel Noise-any interference in the mechanics of the medium used to send a message. Channel noise develops externally

Channel noise e.g:- distortion due to faulty background, noise in telephone lines, too high volume or pitch of loud speaker.

Written com.-illegible handwriting or short cuts or abbreviations

2. Semantic noise-semantic noise is generated internally resulting from errors in the message itself.

e.g.:- different interpretations of a word, ambiguous sentence structure, faulty grammar, misspellings and incorrect pronunciation.

If we classify these barriers according to the process of message formation and delivery, we get them at three levels:-

1. Intrapersonal

2. Interpersonal

3. Organisational

Intrapersonal barriers – (within one self) Causes that lead to these barriers:-

- a) Wrong assumption - Bimonthly, sos. Dr -take the medicine only sos
- b) Varied perceptions- 7 blind men and the elephants
- c) Differing background – Background of knowledge differs – Technical and Arts or Drs.
- d) Wrong inferences – To decide this must have happened.
- e) Blocked categories – Prejudices-we conform to our personal views, habits and attitudes, we react negatively. E.g.:- people who detest technology
- f) Categorical thinking- Over confidence ‘know it all’ are called “Pansophists”. They use all, always, everybody, everything, every time, none, never, nobody and nothing very frequently.

Interpersonal barriers-takes place due to the inappropriate transaction of words between two or more people.

2 Broad categories into which this barrier can be classified

1. Inefficiency in communication skills

2. Negative aspect nurturing in the climates

Common reasons for interpersonal barriers are:-

- a) Limited vocabulary
- b) Incongruity of verbal and non-verbal (words and body lang. should convey same) messages- dress and word.
- c) Emotional outbursts -anger, boredom, prejudice,
- d) Communication selectivity - receiver pays attention to only a part of comm. that he is interested in
- e) Cultural variations – laws, customs and traditions business practices of other countries.
- f) Poor listening skills- listening: careful attention, hearing: passive, a good listener important.
- g) Noise in the channel -not just cacophony but anything that disturbs communication
- h) Hindrance in listening- can be emotional disturbances, indifference, aggressiveness and wandering attention. Visual – gaudy slide or poorly designed room human – late comers, dim typescripts, telephone line disturbances, illegible handwriting

Organizational barriers: Each organization, big or small has its own communication techniques.

Irrespective of size, all organizations have communication policies which deserve the protocol to be followed.

It is the structure and complicity of this protocol that usually causes communication barriers

(Upward, Downward, Lateral or Horizontal, Diagonal – Sales Manager to VP. of different divisions, Grapevine)

Causes which lead to this barrier:

- a) Too many Transfer stations - Rigid hierarchical structure restricts flow of communication as numerous transfer points – distorts , delay or lose the message.

- b) Fear of superiors - Can't tell super boss the ill deeds of boss, or a huge report in order to impress the boss but important points lost.
- c) Negative Tendencies - Conflicts of ideas between members of an organization due to negative feelings, some messages are not communicated.
- d) Use of inappropriate media – Before selecting the medium keep in mind advantages, disadvantages and potential barriers. (graphs, charts, telephone, emails, boards, presentations e.g.:- Telephone not appropriate for confidential matter.)
- e) Information overload – Availability of huge amount of data which the receiver is unable to handle effectively. Caused due to fatigue, disinterest, boredom. To overcome this barrier, direct the msg. to concerned person and avoid irrelevant details.

Tips for effective communication

- * Create an open communication environment
- * Always keep the receiver in mind
- * avoid having too many transfer stations
- * Do not communicate when you are emotionally disturbed.
- * Be aware of diversity in culture, language etc.
- * Use appropriate non-verbal cues.
- * Select the most suitable medium
- * Analyze the feedback.

Levels of Communication

The levels at which human communication takes place are-

1. Extra personal

2. Intrapersonal
3. Interpersonal
4. Organization
5. Mass

Extrapersonal Communication –

It requires perfect co-ordination and understanding between the sender and receiver as one transmits information or responds in sign language only. Between human beings and other living beings. Man and his pet dog.

Intrapersonal Communication –

Takes place within an individual mind e.g. – message passed by various parts of our body to the brain.

Even while we are communicating with another party our internal dialogue with ourselves continues. e.g. - Planning, weighing, considering processing information self-motivation, self-determination, takes place at intrapersonal level.

Interpersonal Communication –

Communication at this level refers to the sharing of information among people. It involves- a number of considerations how many people are involved, how close they are to one another (relationship and physically), how many sensory channels are used and the feedback provided. Interpersonal communication differs from other forms of communication in that there are few participants involved, they are in close physical proximity to each other, many sensory channels are used, and feedback is immediate.

- In this type of communication roles of sender and receiver keeps alternating
- Direct and immediate feedback is possible
- Can be formal and informal

Interpersonal communication situations depends on a variety of factors-

1. Psychology of the participants
2. Relationship between the sender and receiver

3. Circumstances
4. Surrounding environment
5. Cultural contact

Organizational Communication –

In an organizational communication takes place at different hierarchical levels.

Large numbers of employees are involved in several different activities; the need to communicate effectively becomes greater in an organization.

With proper networking system communication is possible even without direct contact between employees.

Organizational communication can be further divided into following

1. Internal- Operational - communication that occur in the process of operations within an organization.
2. External- Operational- work related communication that an organization has with people outside the organization.
3. Personal- all communication in an organization other than for business or official purposes.

Mass Communication –

1. Meant for large audiences and requires a medium to transmit information.
2. Several types of Mass Media- Journals, books, television and newspapers.
3. Audience or receiver is heterogeneous and anonymous.
4. Thus the approach is impersonal
5. Example- press interviews, advertisement
6. More persuasive in nature than any other form.
7. Oral communication through Mass Media requires microphones, amplifiers.
8. Written form – print or visual media.

GROUP DISCUSSION

What is GD?

- ▶ GD may refer to a communicative situation that allows its participants to express views and opinions to other participants.
- ▶ It is a group process.
- ▶ It is systematic.
- ▶ It is purposeful and goal oriented.
- ▶ GD is different from debate.... in nature, approach and procedure.

Difference between GD and Group Debate

GD	Group Debate
Cooperative in nature	competitive
Unlimited perspectives	Limited-for and against
For problem solving, decision making, personal assessment	assessment of decision, solutions adopted

GROUP DISCUSSION STRATEGIES

- ▶ Getting the GD started – Normally no elected or formal leader in GD. Anyone can take initiative and show leadership skills. Opening lines should be assertive.
- ▶ Contributing systematically - The success of a GD depends on systematic contribution by each member of the group. The contributions must reflect the depth understanding and knowledge of the subject as well as participant's ability to analyze it. Each participant must see the topic from his/her perspective so that his/her background give it a new interpretation
- ▶ Creating a Friendly Cooperative Atmosphere- Creative an atmosphere conducive to positive discussion is the responsibility of each member of the

group. Although a GD is a serious and formal occasion, there is no need to make it too serious and boring. It is desirable to make it an enjoyable experience for all.

- ▶ Promoting Participation - No one should monopolize the discussion. No one should do all the talking because the purpose of GD is to exchange views and not to listen to just one person. No one should stray from the topic. Talkative members should be controlled. Reticent members should be encouraged.
- ▶ Handling Conflict - Do not get entangled into web of words and land into argument. Maintain a friendly attitude. Avoid conflicts between persons and NOT between the ideas. Clarify conflicting statements given by group members so that they do not lead to personal differences.
- ▶ Effective Closure - In the absence of a designated leader, the group is likely to continue until the examiner announces that the time is over. If conclusion is not unanimous then it should be at least positive. Don't suggest/speak once the closure has been announced.

KINDS OF GROUP DISCUSSION

- ▶ **Organizational GD**
- ▶ **GD as a part of selection process**

ORGANISATIONAL GD

- ▶ In organization, GDs are mainly used for group decision making.
- ▶ Members of the interacting group take the responsibility of explaining their ideas.
- ▶ Following techniques are used for organizational GD:

Brainstorming

- ▶ It is a method for generating a variety of ideas and perspectives.
- ▶ It is as uncritical as possible because criticism inhibits the free flow of ideas.
- ▶ The more diverse the group, the more likely it is to generate unexpected insights and ideas.

Nominal Group Technique

- ▶ This technique restricts discussion during the decision making process and hence it is termed 'nominal group'.
- ▶ Only representatives of all the groups called for discussion and decision making.
- ▶ The final decision is determined by the idea with the highest aggregate ranking.

Delphi Technique

- ▶ It is a more complex and time-consuming alternative in group decision making.
- ▶ The problem is identified and the members are asked to provide the potential solutions through questionnaires.
- ▶ The results are compiled at a central location and reproduced.

GROUP DISCUSSION AS PART OF A SELECTION PROCESS

This process is used as a tool for judging the personality of candidates, their communication skills, knowledge, leadership, and their ability to work as a team.

The four major components generally evaluated in GD are:

- 1. Knowledge**
- 2. Communication skills**
- 3. Team spirit**
- 4. Leadership skills**

Types of Group Discussion Topic

Group Discussion topic can be general or specific. Example: Kashmir Conflict or just a phrase saying "Where there's a will there's a way".

There are different types of GD's:

- 1) Topic based
- 2) Case Study based

Topic-Based Group Discussions are further divided into:

- 1) Knowledge Based Topics
- 2) Abstract Topics
- 3) Controversial Topics
- 4) Opinion Seeking Topics

TOPIC BASED STUDY:

1) Knowledge Based Topics:

- It requires in depth information about the topic
- You should be able to support it with facts and figures
your information should be substantial.

Examples:

- a) Cold War
- c) Is terrorism the price we have to pay for democracy?
- d) Globalization and Privatization
- e) Privatization of Universities/colleges/schools
- g) Does India need a dictator?
- h) MBA in India is overrated

2) Abstract Topics:

- A topic which is absolutely out of the box.
- To test your creativity and also to some extent your thinking ability.
- Such topics can be interpreted in different ways by the candidates.
- Through such topics, your comprehension skills and communication skills are judged.

Example:

- 1) A Teardrop on my Guitar
- 2) Where there's a will there's away
- 3) 26 Alphabets
- 4) Infinite Numbers
- 5) A Walk to Remember
- 6) Black and white

Such topics do not require facts or figures but simply judge your imagination and how well you can associate it with your day to day life.

3) **Controversial Topics**

- Such topics can lead to an argument, they're argumentative in nature.
- Meant to generate controversy and judge the analytical skills
- See if he/ she can think rationally, without any bias and arrive at a harmonious conclusion.
- To judge the maturity level of the students

Example:

- 1) Reservation should be removed
- 2) Quota System should be abolished
- 3) Maintaining brotherhood is a social obligation
- 4) Beauty Pageants give a wrong impact on the women of India
- 5) Politics in India
- 6) Reality shows- Should children be banned from coming in such shows?

4) **Opinion Seeking Topics:**

- candidates are asked to put across their opinions, their point of views
- look for presentation skills also your ability to work in a team

Example:

- 1) Women – boon to the society or bane to the society
- 2) Love Marriage or Arranged Marriage
- 3) Nuclear Family or Joint Family

CASE BASED STUDY:

Under a case based study, a situation or a scenario is left to students for an open discussion. These are open end discussions, wherein nobody is right or wrong, using their thinking ability they decide what they can do in such situations etc.

The panelist under the case based study, look for the decision making skills, his/her ability to work in a team etc.

Tips for Success in a GD

- ▶ Be thorough with current issues.
- ▶ Always enter the room with a piece of paper and a pen.
- ▶ Listen to the topic carefully.

- ▶ Jot down as many ideas as possible in the first few minutes.
- ▶ Try to dissect the topic and explore the underlying causes or consequences.
- ▶ Organize the ideas before speaking.
- ▶ Speaking first is a high-risk, high-return strategy. Hence, speak first only if there is something sensible and substantial to say.
- ▶ Try to contribute meaningfully and significantly every time you speak. Do not speak just for the sake of saying something.
- ▶ Identify supporters and opponents and allow the supporters to augment your ideas.
- ▶ Keep track of time and share time fairly.
- ▶ Maintain eye contact while speaking and listening.
- ▶ Do not indulge in parallel conversations.
- ▶ Use tact and wit. If you must use humor, do so judiciously so as not to hurt others or deviate from the topic.
- ▶ Display a spirit of cooperation.
- ▶ If things get chaotic, take the initiative to restore order by providing a fresh direction to the discussion.



PRESENTATION SKILLS

- Presentation is a form of oral communication.
- It is participative,two way communication process characterized by the formal and structured presentation of a message using visual aids.

ORAL PRESENTATION

- Purposeful – made with a definite purpose.
- Interactive - involves both speaker as well as listeners.
- Formal – a formal situation
- Audience oriented – topic dealt from listener’s perspective.

A GOOD PRESENTATION WILL:

- Present ideas in a persuasive way
- Make audience interested in the presentation
- Make use of appropriate visuals
- Reflect confidence while speaking
- Begin in an effective manner
- Have ideas logically developed
- Have a memorable conclusion

BASIC ELEMENTS TO MAKE AN EFFECTIVE PRESENTATION

Four P’s

1. Plan
2. Prepare
3. Practice
4. Postmortem

1. PLANNING PRESENTATION

Remember a presentation involves conveying a lot of information in limited time. Therefore, it should be planned well.

1. Define the Purpose

-To Inform:to share information

-To Persuade:to change behavior,attitude,belief,values and so on

-To Demonstrate: to help listeners know how to do something

2.Analyze the audience

-Identify audience characteristics-age,gender,social economic educational religious political background,profession,attitudes,beliefs,values

-Analyze audience needs and expectations:

-why will they listen to me?

-who asked them to listen?

-is their presence compulsory?

-what are their interests?

-what ideas I have that can interest them?

-what are their needs,expectations?

-how do my objectives meet audience needs?

-Recognize factors for getting and maintaining audience attention:

-how can I relate my presentation to the needs and expectations of my audience

-what should I do to ensure that my audience remembers my main points

-have I incorporated ways of encouraging my listeners to give feedback and share information that will make my presentation more effective

-how will I handle hostile listeners or those who are disruptive

3.Analyze the occasion

-analyze the occasion in order to understand the nature of the event or communication situation,several aspects of the event like its background,the people involved,the organizations or associations linked to the event

-seminar with a theme

-sponsors,other speakers,venue,duration of presentation

4.Choose a suitable Title

-Title should be appropriate and convey the essence of the message

-not vague,misleading or confusing

-make a list of topics then select a clear,complete,specific and focused title

2. PREPARING THE PRESENTATION:

- Preparing well is the key to success.

-Being prepared will help presenter

-Deal with speech anxiety,develop confidence

-Seek precise and relevant examples and illustrations

-Check for accuracy, redundancies, and clichés

Steps to Prepare:Organize the basic parts.

1.INTRODUCTION:

a. Get Audience Attention

-starting statements/statistics: say something surprising or unexpected or give statistics that surprises the audience.

-Anecdote: Tell a short entertaining account of an event,a short story

-Questions: Ask some interesting questions.The question should be rhetorical with an obvious answer

-Quotations: Start with a relevant quotation that throws light on the central idea

-Humor: Start the presentation with a humorous reference.

b. Introduce the subject: a statement of the central idea should be included in the introduction

c. Give the audience a reason to listen: draw audience attention to the topic of the presentation by showing them how the topic affects them directly

- d. Establish Credibility –by being well prepared, appear confident and strike a rapport with the audience by narrating personal experience relevant to the topic.
- e. Preview the Main Ideas: Tell the audience what they are going to listen to. Mention the main points.

2.BODY:

a. Developing the Central Idea:

Central Idea:

- restates presentation topic
- is a simple audience-centered idea
- is a one sentence summary of the presentation
- focuses on the content of the speech
- uses specific language

b. Developing Main Ideas:

Main Ideas:

- are logical division of the central idea
- establish reasons for the idea being true
- support the central idea with a series of steps:
 - problem and solution
 - contrast and comparison
 - sequential
 - general to specific
 - more important to less important
 - less important to more important
 - categorical

c. Gathering Supporting Material

-from own thoughts,subject knowledge and experience

-Internet,Library,personal interviews,discussions with experts,colleagues,special interest groups

d. Planning Visual Aids

-choose relevant visual aids

-be familiar with visual aids and rehearse with them

**IMPORTANCE OF VISUAL AIDS

For presenter-(a) serve as speech notes as they emphasize and clarify main points

(b) Give clarity and precision to the presenter

(c) Give confidence to presenter - can refresh memory

For audience - (a) Help focus on the theme of presentation

(b) Central ideas get highlighted,systematic flow of thought

(c) Increases audience interest – even demotivated audience will pay attention

*TYPES OF VISUAL AIDS:

-Three dimensional

E. g. Objects,models,people

-Two dimensional

E. g. Drawings, photographs, slides, maps, graphs-bar pie line picture, chalk board, charts, overhead transparencies, and computer-generated presentation

3. CONCLUSION:

Should accomplish the following 4 specific objectives

a) Summarize your presentation-repeat the main ideas

b) Re-Emphasize the central idea in a memorable way

- c) Focus on a goal-i.e. what you want your audience to do,think,change,remember and so on
- d) Motivate the audience to respond – to give feedback,encourage to ask question
- e) Provide closure-appropriate words should be used as ‘in conclusion’,lastly,finally as my last point.

3. PRACTICE

Handling Stage Fright

- Concentrate on the 3ps- planning,preparation,practice
- set realistic goals
- avoid negative thoughts
- begin the Presentation with a pause
- speak slowly
- learn and practice stress reduction techniques

4) POSTMORTEM

- Keep on practicing / reviewing your presentation thoroughly.
- Do a complete analysis of your strengths & weaknesses.

****CHECK LIST FOR MAKING AN ORAL PRESENTATION**

- start with confidence
- be organized
- stay relaxed
- pay attention to body language
- use appropriate visual aids

- pay attention to all details
- close in a memorable way.

Memos or memorandum

Memos are an important means of communication in any workplace. The function of any memo is to formally communicate within the organisation and to keep a record of this communication. They are brief written communications circulated within an organisation. They not only facilitate communication about various operations, but also play an important role in arriving at some quick decisions.

Memos also help solve problems either by informing the reader about new information such as policy change, price increase, etc.

Interoffice memo enable the flow of information in all three types of organisational communication namely vertical, horizontal and diagonal.

No other type of written communication reaches so many people at so many levels as does a memo in an organisation.

Depending on their purpose memos can be classified into three major categories

1.Documentary - these memos are mainly used for conveying information such as memos written to a subordinate, to remind, to announce, to give instructions, to explain the policy, to confirm an agreement. example- a memo explaining the new method of maintaining medical record of employees or short reports.

2.Congratulatory - these memos are used to give credit to employees of an organisation for the outstanding work they have accomplished. example- director of a company congratulating an employee for presenting the best energy saving idea.

3.Disciplinary -when employees violate the rules or breach the code of conduct in an organisation, they are served with severe warning or any other punishment that is conveyed through a disciplinary memo.

Structure of a memo

Date:

To:

From:

Subject:

Opening
Sentence _____

Discussion

Closing
Sentence _____

Signature:

Attachments:

Distribution:

Email Etiquette

Netiquette- "Netiquette" is network etiquette, what you should and should not do when you are online. Netiquette covers both common courtesy online and the informal "rules of the road" of cyberspace. In short, the informal set of online communication behavior is called Netiquette.

Email etiquette- are basic courtesy, respect and ethics followed while writing emails.

1. Making our email address- our email address should be with names or initials not hepgal@gmail.com; best to make it from a professional domain like trc@iitgn.ac.in
2. Writing the subject line- The subject line should be meaningful and should not be too long e.g.- “**meeting regarding syllabus revision of B.Tech first semester**” ; or too short –**e.g. meeting**. It must instantly tell the recipient the reason for writing the mail.
3. Writing to someone we don't know- when writing to someone we don't know we must write a clear subject line and begin by a greeting like **Dear Dr. Jones or Ms. Smith**. Making it personal instead of writing Dear Sir helps us create a rapport with the recipient. **Not- hello, hi, Friends**
4. Length of the mail – email should be concise and not repetitive. Avoid long paragraphs. If required split the matter into points and enlist them. If the content is too long use an attachment.
Remember to delete the mail written by the person, don't add your reply to it. Avoid announcing too much in a message. Avoid copying and pasting. Emails should be personally written in a professional tone.
5. Replying mails- respond within reasonable time frame (24 hours); trim back the old messages instead of letting it stay there at the end of every mail. If many questions have to be answered use the writers mail to copy questions

and give answers to each question. Also inform the recipient that you are answering his questions below/ in the following order.

6. What not to include in email- controversial/ sensitive matter, confidential information like username password, credit card details should never be sent as can be forwarded or accessed even after deletion.
7. Tone of the mail- the tone should be professional and use active voice. Use formal language, full sentences rather than sentence where subject is implied
e.g.- Noted the changes to be made. Suggest possibilities.
No issues with the proposal sent. We' ll clear it in the meeting this evening.
Casual tone- **e.g.- Cheers for our team. let's hit the road. Submit the report asap.**
8. Sending attachments- always name the attachment. If attaching more than one add a list in the body of the mail. And add names and numbers.
Never send attachments to someone you don't know the first time contact them except when applying for job or internship.
Avoid unnecessarily large files, digital photos
Mention what you are sending and why
Be sure to have anti- virus software installed on your computer to scan all your outgoing and incoming files.
9. Closure and Signature- do not end your mail abruptly, end it with- **warm regards, best wishes, sincerely, hope to receive your reply soon, thanking you in anticipation**
make your signature with name, designation, department, organization, contact details
never send a mail without adding your name at the bottom
10. Pressing the Send Button-
 - Check if it is a group mail or for multiple recipients, use reply all sparingly,
 - Use cc and bcc only when required.

- Read and re-read before sending, check if it conveys your message clearly
- Check for grammar, spelling, punctuation errors
- Never write in all caps as it means shouting in written communication.
- Even writing in lower case shows poor etiquette
- Avoid emoticons in formal emails
- Avoid abbreviations- e.g. **B'coz or acronyms like svnit** (as may not be known to all)
- Use proper spellings instead of- **v r intrstd in buying the latest lappy. R u ready to quot discntd price?**
- Avoid ambiguity in language-e.g.- **please send me the file asap.**
- Avoid using jargons or assuming the reader will understand words and context.
- Be patient and polite