



**Galgotias College of Engineering and Technology**  
**Greater Noida**  
**[KCA103]**  
**[MCA-Theory]**  
**[2023-24]**

**Detailed Syllabus**

**KCA 103 : Principles of Management & Communication Course Outcome ( CO) Bloom's Knowledge Level (KL)**

<b>CO 4 Exhibit adequate verbal and non-verbal communication skills</b>	<b>K1, K3</b>
<b>CO 5 Demonstrate effective discussion, presentation and writing skills.</b>	<b>K3, K5</b>

**Unit 4: Introduction to Communication: What is Communication, Levels of communication, Barriers to communication, Process of Communication, Non-verbal Communication, The flow of Communication: Downward, Upward, Lateral or Horizontal (Peer group) Communication, Technology Enabled communication, Impact of Technology, Selection of appropriate communication Technology, Importance of Technical communication.**

**Unit 5: Business letters : Sales & Credit letters; Claim and Adjustment Letters; Job application and Resumes. Reports: Types; Structure, Style & Writing of Reports. Technical Proposal: Parts; Types; Writing of Proposal; Significance. Nuances of Delivery; Body Language; Dimensions of Speech: Syllable; Accent; Pitch; Rhythm; Intonation; Paralinguistic features of voice; Communication skills, Presentation strategies, Group Discussion; Interview skills; Workshop; Conference; Seminars.**

## **Communication: Nature and process**

[/ kəmjunikeɪ(ə)n/]

**“ A blow with a word strikes deeper than a blow with a sword” By: Robert Berton**

**Today, verbal blows appear mightier than the physical ones, both in spoken and the written forms. It has acquired a significant and decisive force in the contemporary world.**

**Human society moves on the wheels of communication, particularly the professional world.**

### **Definition of Communication**

**“Conveying the information from one person to an another person” Hudson**

**“A two way process for exchanging ideas/information” Murphy & et. Al**

**“Sum of all things one person does when one wants to create understanding into the mind of the listeners” Louis Allen.**

**It is a well known phenomena that communication is a process not a device. It is a process to share ideas or thoughts between two or among more than two persons. The basic theme of ‘communication’ is confined to the communication between/among human beings not animal/bird or other communications.**

**Note: [Process: a series of mechanical or chemical operations(devices) on (something) in order to change or preserve it.]**

**[Device: a thing made or adapted for a particular purpose, especially a piece of mechanical or electronic equipment.]**

## **Importance and Need of Communication**

### **Importance**

- It is important in order to be successful in life.
- It provides guidelines to technocrats, engineers and other professionals.
- It stimulates scientists and researchers to achieve a goal.
- It develops understanding essential for effective communication.
- It leads to unification of activities of individuals.
- It fosters positive attitude, motivation and co-operation.
- It is context oriented.
- It increases the power to analyze & organize
- It makes the information simple, easily accessible and comprehensible to the specific readers.

### **Need**

- It is needed due to the competitive context.
- It is needed due to the changed socio-economic scenario.
- It is needed due to globalization
- It is needed due to revolutionary changes in advanced technology.

## **2. Features of Communication**

The word ‘Nature’ means essential properties which determine the defining features of ‘Technical Communication’. All those communications which reflect the following features can be said to be technical communication.

- Specific to a branch of knowledge:

Technical Communication is specific to a branch of knowledge. We recognize such communication through the use of certain words/phrases/sentences. For example: ‘Boot up’ means start up in computer science engineering. ‘The system is not booting up’ is a technical sentence of ‘The computer is not starting.’ Likewise in law the writing of date, month and year differs from the general english. For example: 20/09/2022 is the general date written in english whereas ‘The 20th day of September 2022’ is the technical form of writing the date in law.

- Formal in nature:

The definition of formal is something that follows rules. If a phenomenon or an activity is bound by certain rules and regulations is called formal. It may be social, religious, official or political etc. in nature. If we go home after a gap of a long period and touch the feet of our elders, it is a formal activity because ,here, we are bound by social rules and regulations. Ss, the activity is formal. When you try to enter the director office, you look for someone to seek /obtain the permission. After

obtaining the permission you enter the director's office and meet the director. So, your activity is formal and official in nature because your activity was bound by certain rules and regulations.

- Full of facts:

The Technical Communication contains only those information which are either empirically( data oriented) or experimentally(laboratory oriented) verified. i.e. Published report in a research journal or Laboratory Report.

- Description of truth:

Technical Communication always describes the truth which are empirically and experimentally verified

There is no place for hypothetical or imaginary concepts in Technical Communication.

- Based on logic & Reasoning:

What is logic?

Ans. A phenomena or an activity which is pattern oriented is logic.

For Example:  $\text{Speed} = \text{Distance} / \text{Time}$  (The founder is Galileo Galilei. he is credited with being the first to measure speed by considering the distance covered and the time it takes. Galileo defined speed as the distance covered per unit of time. So, it is a logic. Take another example: Pythagoras discovered that the length of the hypotenuse is equal to the lengths of the triangle's other two sides. This is also a logic.

What is reasoning?

Ans. Reasoning is argument oriented. We argue on a matter based on the facts and the facts are always true because these are exposed through the attested channels such as Television, Radio, Newspaper, Research journals etc. In reasoning we argue on the basis of statements.

Example: S1(Statement one): Sodium has only one electron in its outermost orbit.

S2(Statement two): Yes, it can be experimentally proved.

In case of S1&S2 the derivation of the argument will converge. It would produce a positive result.

Let us another statement:

S1(Statement one): Sodium has only one electron in its outermost orbit.

S2(Statement two): No, it can also be experimentally proved that it has two electrons in its outermost orbit.

In case of S1&S2 the derivation of the argument will crash. It would produce a negative result.

- Context oriented:

Technical Communication is context oriented. Commonly, the meaning of the Technical Communication is oriented to the context. So, the meaning of the words differ from context to context. For example: Bank1 (a financial establishment) and Bank2 (the slope bordering a river)

- Adequate:

Technical Communication is adequate means it must be grammatical error free: Here, grammar has three interconnected components:

- . Sound(spelling) system
- a. Semantics(meaning)
- b. Syntax(Word Order)

So, Technical Communication must be free from the errors of the mentioned (a), (b) and (c).

In a nutshell we can say that 'Technical Communication' is the transmission of scientific and technical information.

There are three main requirements of effective technical communication:

- Subject competence- An individual must be well competent in the aforesaid features of technical communication.
- Linguistic Competence-
  - (i) To analyze the facts
  - (ii) Use of proper tools
  - (iii) Use of figures, charts, tables & graphs etc.
- Organizational Competence- It shows ability to organize logically and structurally.

### **3. Difference/ Distinction between Technical Communication and General Communication**

#### **General Communication**

Its contents are general in nature  
Words are not specific to a branch of a knowledge  
Both formal & informal elements are allowed  
It is both formal and informal in style  
It may not be factual

#### **Technical Communication**

Its contents are technical in nature  
a knowledge  
It allows only formal elements  
It allows only formal styles  
It is full of facts

It is both subjective and objective in nature  
 It is not logically structured  
 It does not expose specific technique  
 It may be or may not be audience/reader oriented  
 It may or may not include tables/graphs  
 It is generally not jargonized  
 Its contents are not empirically and experimentally  
 and  
 verified

It is only objective in nature  
 It is logically structured  
 It exposes the specific technique  
 It is only audience/reader oriented  
 It is tables and graphs oriented  
 It is jargonized  
 Its contents are not empirically  
 experimentally verified

#### 4. Nature of Communication

Once we listen to the word 'nature', our mind interprets or relates it with the properties to which it is attached. Here, it is attached with the word 'communication'. So, under this topic we put a focus on the different properties of communication.

**.Multidimensional:** It is one of the primary features of communication. It can't be single-dimensional due to its nature. Each speaker has his/her own meaning while (s)he communicates. The sender of the message keeps into his/her mind about the reader to whom (s)he communicates because the scope of the communication is multi dimensional.

**I.Dynamic:** It is dynamic in nature because it is a process and process can't be static in nature. It is also known as a cyclic or circular process.

**II.Inter-active:** It is interactive in nature. It means it can't be intra-active. Intra-active means 'Self' but communication always involves the speaker and the listener. It can't be one sided. Once a teacher delivers a lecture in the class but the students do not understand so it would not be called a communication. Interactive means the activity between/among two or more than two persons.

**III.Husbanding of latest technology:** It is the nature of communication to be pregnant and concise.

**IV.Clarity:** The message must be semantically and phonetically clear.

**V.Concise:** The communication must be pregnant in nature

**VI.Compact:** It means 'a phrase or a sentence' must provide a detailed meaning. i.e. "power corrupts" it means where there is a power there is a corruption"

**VII.Adequate:** Each sentence of the communication must adhere to the rules of the given language i.e. sentences must be error free.

#### 5. Communication: Nature and process

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##### Definition of Communication

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## **Communication**

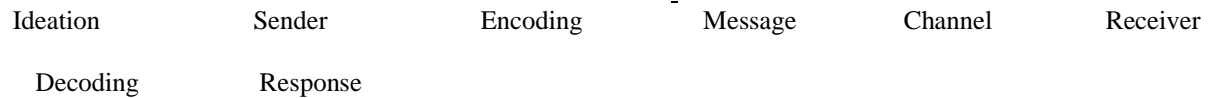
Derived From the Latin Word 'Communicare'

It Means Share of ideas and thoughts

### Communication

Nature	Process
Multidimensional	Ideation
Dynamic	Sender
Inter-active	Encoding
Husbanding of latest technology	Message
	Channel

### **Block/Schematic diagram of Communication Process**



According to 'Oxford Advanced Learners' English Dictionary' it is a process of expressing ideas/feelings or giving information to the people.

According to 'American Management Association: It is a behavior that reflects in an exchange of meaning.

Communication Process: An idea erupts into the mind of the speaker and the created idea is encoded by the sender of the message into a given language. This encoded message is sent through a channel to the receiver and the receiver decodes the received message and prepares the response accordingly. Again the response of the receiver invokes the mind of the sender and an idea is created into the sender's mind. Thus we say that communication is a cyclic process because it is circular in nature.

## **Importance of Feedback in Communication**

- It affects the attitude of both sender as well as receivers.
- It helps to evaluate (what is left or required to be added in the text of the message)
- Acquaints the speakers(sender) and the listeners(receiver) for the originality of the message
- It helps to reinforce, award or punish
- It facilitates the self critic

## **Features of Feedback**

- It is evaluators bias oriented
- It is based on the angle of the person evaluating the message
- Detailed and specific become productive

## **Levels of communication**

**Volume and size oriented communication is called the level of communication.**

- Intrapersonal Communication
- Interpersonal Communication
- Organizational Communication
- Mass Communication
- Extra-personal Communication

### **Intrapersonal Communication**

This communication takes place within in an individual. i.e. when we desire something it is always circumstances oriented and all the activities to fulfill that desire are controlled by the brain of the individual. In simple words, when we feel cold, the message of such feeling is sent to the brain and the brain accordingly activates the hand to procure the desired hot cloth. So in this process, the relevant part of the body that is sending the message to the cerebellum is considered as the sender of the message and the sensory neurons carrying the message to the brain is considered as the channel of the communication and ultimately the brain is the receiver. Thus the process of the intra personal communication is completed.

### **Interpersonal Communication**

It is a process of sharing the message between two or more persons. Such communication is dominated by the following factors:

- The no. of the participants
- The mode of communications
- The nature of the communication
- The context of the communication (Formal or Informal) etc.

### **Organizational Communication**

It is a process of communication in an organization. It is necessary to sustain the organization. It occurs at different hierarchy levels. It may occur at the following levels:

- Internal-operational- Communication on assigned work oriented in the organization
- External-operational- Communication on assigned work oriented outside the organization
- Internal-nonoperational- Communication on unassigned work oriented in the organization
- External-nonoperational- Communication on unassigned work oriented outside the organization
- Personal- Communication on unassigned work oriented at personal level in the organization

This communication is affected by the following factors:

- The mode of communications
- The nature of the communication
- The context of the communication (Formal or Informal) etc
- Need of the organization

### **Mass Communication**

**Mass communication** is the study of how individuals and entities relay information through [mass media](#) to large segments of the population at the same time. It is usually understood to relate to [newspaper](#), [magazine](#), and [book](#) publishing, as well as [radio](#), [television](#) and [film](#), as these mediums are used for disseminating information, [news](#) and [advertising](#). Mass communication differs from the studies of other forms of communication. The use of effective mass communication channels is becoming even more important in today's fast-paced and global environment. The study and implications of mass communication, as well as the understanding of effective, ethical and diverse messaging, has never been more important.

The followings are the features of Mass Communication:

- Large reach
- Impersonal
- Need of mediator
- Audience oriented etc.

### **Extra-personal Communication**

It is a process of communication between human beings and non- human entities. As a man communicates to a dog and a man communicates to a parrot are the examples of Extrapersonal Communication.

### **The flow of Communication**

Note: The flows are the media through which the communication flows.

Flow

Formal

Informal

Though it is a direction oriented communication yet it can be considered as illustrated below:

Upward

Diagonal

Horizontal

Downward

.Formal Flow: It an official mode of communication in an organization.

- Downward Communication
- Upward Communication
- Horizontal Communication
- Diagonal Communication

### **Downward Communication**

The flow of Communication is 'Direction Oriented' Communication. If the flow of communication is right from the higher level of the authority to the lower level of the authority it is called the downward communication. Example: In case the chairman passes an instruction to the director.

Chairman

Director

Dean

Coordinator

Purpose:

- To provide instruction
- To give rationale for assigned job
- To provide information about missions and organization

Function:

- To provide direction and control
- Communication from higher level to lower level

Forms:

Notes, Notices, Memos, Telephonic Conversations, Voice mails, e-mails and Face to Face

Merits:

- Increase staff awareness
- Facilitates to implement policies, guidelines, decisions, evaluation and appraisal
- Transfer of information and instruction

Demerits:

- Too much communication can lead to reaction from subordinates
- It can hamper better employee-employer relationship

**Upward Communication**

It is also a direction oriented communication where the subordinates directly communicate with the superiors.

Example:

Chairman

Director

Dean

Coordinator

Purpose:

- To develop faith and trust
- To provide feedbacks
- To share information for better output

Function:

- To provide feedbacks on several areas of organization
- Communication from subordinates to superiors
- Writing of business report from branch manager to managing director

Forms:

Reports, Proposals, Suggestions, Exit interviews etc.

Merits:

- Involves transfer of information, request and feedbacks from the subordinates
- It promotes better working relationship
- It facilitates employee's involvement in decision making

Demerits:

- Fear of leakage of confidential matter of an organization
- Over-communication may imbalance the channel

**Horizontal Communication**

It is a direction oriented communication where two authorities of the same rank/status directly communicate with each other. It may also be called linear hierarchy level communication. Example:

Chairman of an Organization

Chairman of an another Organization

Director of an Organization

Director of an another Organization

Purpose:

- To help employees to share information



- To make co-ordination among peers
- Essential for effective and smooth functioning

Function:

- To develop teamwork
- To promote group co-ordination
- It takes place on the same hierarchy level

Forms:

Informal discussions, Management gossips, Telephone calls, Teleconferencing, Videoconferencing, Memos and Routine meetings.

Merits:

- Promotes coordination among members
- It provides a channel of free mode of communication

Demerits:

- Informal in nature
- Less chance to implement policy under this mode

**Diagonal Communication**

It is a direction oriented communication where one person directly communicates with the higher authority or vice versa skipping all the channels falling between these two persons. Example:

Chairman

Student

Purpose:

- To verify any information
- Essential for effective and smooth functioning

Function:

- To promote honesty and clarity
- It takes place on the different hierarchy levels

Forms:

Informal discussions, gossip, telephone calls, memos and routine meetings.

Merits:

- It helps to find out the facts
- It provides a channel of secret mode of communication

Demerits:

- Informal in nature
- Less chance to implement a rule based under this mode

**Note: Upward and downward communication is also called vertical flow of communication**

**Barriers to Communication**

**Barriers:** Circumstances that separate, It is derived from the French word 'Barriere'. According to the process of communication it is divided as it follows. Barrier is also considered as an obstacle in the process of on communication.

- Intrapersonal communication Barrier- A barrier created by self thinking.
- Interpersonal communication Barrier- A barrier between/among two /more persons.
- Organizational communication Barrier - A barrier between/among two /more organizations.
- Mass communication Barrier - A barrier between a speaker and a group of people.

### **Intrapersonal Communication Barrier**

Intrapersonal Communication Barrier is an inbuilt barrier in the sender's mind. Intrapersonal Communication Barrier can occur due to the following reasons:

- Wrong assumption
- Varied perception
- Differing background
- Wrong inference
- Impervious category
- Categorical thinking

#### **Wrong assumption**

It is well known phenomena that wrong assumption would create an obstacle in communication process. Assumption is a kind of thought which is likely to be verified empirically or experimentally. Assumption in a process of communication is a created thought to be relayed to the listeners. If the assumption is not the receivers' oriented it would not be understood by the listeners. It would consequently create a barrier in communication process. For example if a police officer points out a layman that you are walking under R-Zone. The layman may not be able to grasp what the police officer is saying.

#### **Varied perception**

If the sender of the message creates different and varied perceptions for a single message (s)he would not be able to encode the message which carries the unique sense and consequently the different readers would understand a message in the different senses. Thus it would create a barrier in the process of communication. For example if a motor accident is monitored or screened by two or more media persons each person would have their own angle of interpreting the accidental scene and it may create different perceptions into the mind of the spectators (audiences).

#### **Differing background**

This plays a vital role in the barriers to communication. If the background of sender of the message differs from the background of the receiver of the messages it may create a barrier in the process of the communication because the semantics of sender may not be understood by the receiver in case the message is highly jargonized. In other words 'a language' is culture oriented and the persons belonging to two different cultures in a communication process may face a barrier.

#### **Wrong inference**

In simple logic the inference is the context which decides the conclusion of the given scenario. For example: If  $a=b$  and  $b=c$  then we conclude that  $a=c$ . It is well rectified conclusion based on the two inferences i.e.  $a=b$  and  $b=c$  in the context of algebraic mathematics. We can't apply the same algebraic concept with other inferences such as if we say that Ram loves Seeta and Seeta loves Ramesh it means Ram loves Ramesh. So in linguistics these are wrong inferences because these inferences can't equal mathematical concept. No doubt such inferences would definitely create a barrier in the process of communication.

#### **Impervious category**

In a process of communication if we go against the principle of 'Socrates' i.e. not accepting the view of the speaker we would fall under impervious category. In other word 'bias' plays a vital role in the process of communication. If the encoder of the message is bias oriented the encoded message is least receiver oriented that would result into a barrier in the process of communication.

#### **Categorical thinking**

People who are ‘Pansophists’ think that they know each and everything about a particular branch of knowledge and consequently they pay the least heed to matter which are relevant to pansophists. The mode of thinking of these people are categorical in the sense it can’t tally others view and thus creates a barrier in the process of communication.

### **Interpersonal Communication Barrier**

Interpersonal Communication Barrier can occur due to the following reasons:

- Inefficiency in communication skills
- Negative aspects nurturing in the context
- Limited vocabulary
- Incongruity of verbal and non-verbal messages
- Emotional outbursts
- Communication selectivity
- Cultural variation
- Poor listening skills
- Noise in the channel

### **Inefficiency in communication skills**

#### **Communication skills**

Productive Skill

Receptive Skill

Speaking Skill

Writing Skill

Reading Skill

Listening Skill

#### **Skill:**

- It is practiced/drilled knowledge
- It is dynamic in nature
- It is context oriented
- It shows perfectness at some degrees

It is clearly illustrated through the aforesaid tree diagram that communication skills consist of Speaking Skill, Writing Skill, Reading Skill, Listening Skill. The barrier in the process of communication may occur at any of the skill among the above mentioned skills.

It may occur at any level of the aforesaid skills. For example ‘speaking skill’ its scope is wider and it consists of different types of supra-segmental features such as + juncture, stress, tone, rhythm, loudness etc. In case of improper +juncture it may be interpreted into a different sense. i.e. ‘Sixty cups’ must be sounded properly and in a given time otherwise it may sound equivalent to ‘Six tea cups’ etc.

### **Negative aspects nurturing in the context**

In a process of communication if two persons are involved in a communication, the traits that distinguish these two persons can be the root cause of the communication barrier. In other word, none of the two persons in the same family have the similar mode of thought on a given subject matter. This is the natural gift to all the living creatures of the earth planet. So there is a chance to creep up a kind of negative aspect during the process of communication either from the speaker or from the listener side. This negative aspect leads to communication breakdown.

#### **Limited vocabulary**

An inadequate vocabulary may cause a major obstacle in the process of communication. For example if the sender of the message is encoding a message but he is not able to find the proper word in that particular language so may use the word which is available in mind and ultimately it may create a barrier to the receiver of the message.

#### **Incongruity of verbal and non-verbal messages**

Misinterpreted non-verbal communication acts as another barrier to effective communication. Non-verbal communication usually enhances and enlivens verbal communication. It is an accepted phenomenon that the action speaks louder than the words, and thus, non-verbal actions provide deeper insight into the sender's message. So misinterpretation of non-verbal communication may lead to a communication breakdown.

#### **Emotional outbursts**

Imagine a situation that you are a class representative and there is a rumor among the students of your class that CR is earning the money from the students during the photocopies of the teacher's notes. You know that the rumor is baseless in spite of that you will become angry and your normal mind set would change during the communication with your classmates. You may emotionally burst at any stage during communication. This may lead to the communication breakdown.

#### **Communication selectivity**

In case you are receiving a message which is not completely receiver oriented and you may disregard those aspects of the message which are not congenial to you. Thus, in the process of communication you may disregard some of the aspects of the message which may prove a core to your working domain. Consequently it may lead to communication barrier. So it is not the mistake of the sender but it is the mistake of the receiver.

#### **Cultural variation**

A culture plays a vital role in the process of the communication. People are reared up in plural-cultured context. If the sender and the receiver in the process of communication belong to two different cultures, the semantic interpretation of the message may be different. This type of barrier may occur at any stage of the communication process.

#### **Poor listening skills**

Listening is a process in which the listener interprets the listened sound into the required mode without any kind of deviation in sound and meaning. Listening is a receptive process and it crosses three to five stages in the interpretation of the meaning.

#### **Organizational Barrier**

- Too many transferring stations
- Fear of superiors
- Negative tendencies
- Use of inappropriate media
- Information overload

#### **Too many transferring stations**

The messages are distorted if these pass through two or more organization with wrong interpretation. Example: Teacher: John is likely to meet me tomorrow if he fails to meet tell him that his notes cannot be checked this week.

Student-1: John's notes can't be checked if he fails to meet the teacher tomorrow.

Student-2: Tomorrow is deadline for John's note checking.

The actual messages are getting distorted if these are passing through one student to another student. Thus it creates a barrier in the communication.

#### **Fear of superiors**

You have a number of points to discuss with your superiors but you may forget some of them when you are face to face with your superiors due to fear of your superior. This is a natural tendency of human beings to feel fear of superior.

#### **Negative tendencies**

Negative tendency is germinating due to bias. Each individual thinks of equal or more profit from an organization while they compare with the other members in the society. This individual attitude gives birth to the negative tendency. It may create a barrier in communication among the members of an organization.

#### **Use of inappropriate media**

The common media used in organizations are graphs, charts, phones, Fax, e-mails, films, teleconferencing and videoconferencing. While choosing the media one has to keep in mind the following factors:

- Time

- Cost
- Message
- Tentative audience

For example, the most confidential or top secret messages are always sent by mail but it is not sent phonically. The messages which are required to be recorded are also sent in written format.

#### **Information overload**

One of the major problems in corporate sector is handling of data effectively by the receiver.

A man is in a habit of handling a certain amount of data, in case (s)he is overloaded with data the result of effective output of data may not meet the requirement of the company.

#### **Mass Communication Barrier**

The mass communication channels like television, radio, films etc.

The affecting factors in mass communication barrier are as follows:

- Bias
- Ineffective to audience
- Noise in channel
- Improper media
- Least modulation

#### **Bias**

If a bias enters the communication process it creates a barrier. Bias may be either sender oriented or the receiver oriented. For example: If a leader is delivering the speech but not considering the attitude of the audience it creates a barrier between sender and the receiver.

#### **Ineffective to audience**

In communication the sender of the message has to be audience oriented. It means if the speech is beneficial to the receiver the audience will be highly attentive otherwise the message would be ineffective to the audience.

#### **Noise in channel**

In every communication models, noise is anything that interferes with the decoding of messages sent over the channel by an encoder. There are many examples of noise and one of them is:

**Environmental Noise:** It physically disrupts communication, such as standing next to loud speakers at a party, or a construction site next to a classroom making it hard to hear the professor.

#### **Improper media**

If the concept or an idea of the sender requires written mode of communication where as we send the message through the oral mode i.e. phonic/videoconferencing etc. it would create a barrier to the mass communication.

Example: A teacher can illustratively explain a topic but (s)he teaches without a diagram/a figure/a table it will be difficult for the student to grasp easily. So, it creates a mass communication barrier.

#### **Least modulation**

The mass communication requires a highly modulated speech that can reach to all the audience without any noise. If the modulation of the speech is low it would not carry the same message equally to all the audiences. So, it would create a barrier to mass communication.

### **What is 'Noise' in Communication**

In every communication models, noise is anything that interferes with the decoding of messages sent over the channel by an encoder. There are many examples of noise:

**Environmental Noise:** Noise that physically disrupts communication, such as standing next to loud speakers at a party, or a construction site next to a classroom making it hard to hear the professor.

**Physiological-Impairment Noise:** physical maladies that prevent effective communication, such as actual deafness or blindness preventing messages from being received correctly.

**Semantic Noise:** different interpretations of the meanings of certain words, like how the word "weed" can be interpreted as both an undesirable plant in your yard or marijuana, or how "LOL" is easily recognizable by most teens, but complete gibberish to older readers.

**Syntactical Noise:** mistakes in grammar can disrupt communication, such as abrupt changes in verb tense during a sentence, or differing sentence structures between different cultures.

**Organizational Noise:** poorly structured communication can prevent the receiver from accurate interpretations, like unclear and badly stated directions can make the receiver even more lost, or how unfocused and disorganized lectures by professors are extremely hard for students to understand.

**Cultural Noise:** stereotypical assumptions can cause misunderstandings, such as unintentionally offending Jews by wishing them a “Merry Christmas,” or how Democrats and Republicans alike are bigoted about the other party’s policies.

**Psychological Noise:** certain attitudes can make communication difficult, like when great anger or sadness causes someone to lose focus on the present, or how more serious psychological diseases like autism severely hamper effective communication.

## **Technology Enabled communication, Impact of Technology, Selection of appropriate communication Technology**

### **Technology Enabled communication**

**Technology enabled communication' is defined as transfer of message or information with the help of various technological tools.**

The best examples of communication technology include blogs, websites, live video, social media technologies, and email communication.

When you take advantage of technology, you can communicate with an audience as you need without

traveling to meet them physically. Rather than giving a presentation to only the colleagues in your office,

you can set up a virtual conference where staff around the world can watch and interact in real time.

Communication, the exchange of ideas, has become faster, easier, and more efficient due to advances in technology. Cell phones, social networking websites, e-mail, and instant messaging are examples of technology which enable communication.

Technology has influenced the world in many positive ways. Unfortunately, research shows that mobile technology is affecting communication in a negative way when it comes to sociability and face-to-face communication. Researchers have found that mobile technology can decrease communication and intimacy.

Communication technology (technology which allows for communication) has helped to revolutionize the communication process. Electronic communication, like text messages, email and social networking websites, has enabled society to become more connected.

1. Social Media Platforms
2. Blogs
3. Vlogs

4. Live Video
5. Conferencing Technology
6. Group Wikis
7. Group Forums
8. Collaborative Documents
9. Podcasts
10. Wearable Technology
11. Smart Speakers
12. Web Chat
13. Email

Internet Advantages • Decreased Inhibitions • Increased opportunities for isolated and disabled people • Vast information • Base for E-Commerce • Interest based communities • Online Chat • Provides Platform for downloading software Disadvantages • Open access to personal information • Pornography • Spamming • Lack of conflict resolution • Loneliness • Internet addiction

### Blogs

BLOGS - Short for Weblogs. They reflect the interests, thoughts and opinions of persons.

Types of Blogs:

1. Personal Blogs – Ongoing diary or commentary
2. Collaborative /group blogs – posts by more than one author
3. Microblogging – posting of small pieces of digital content
4. Corporate/organisational blogs – meant for business purposes

### Advantages

1. Start a new business
2. Garner more clients to existing business
3. Become better writer
4. Become published author
5. Get immediate feedback
6. Learn more about a group of people

### Disadvantages

1. Time consuming
2. Finding topics to write about
3. No guarantee of income
4. Misunderstandings and disagreements

## **Emails**

Emails are electronic messages that work like writing letters.

Email Etiquette:

- Include a clear and direct subject line
- Use a professional email address
- Think before clicking on “Reply All”
- Use professional salutations
- Use exclamation points sparingly
- Be cautious with humour
- Reply to your emails
- Proofread every message
- Add the email address last
- Double check the recipient.

## **Moodle**

Modular Object Oriented Dynamic Learning Environment ( MOODLE)

It is an E-Learning tool that facilitates communication amongst all the parties involved in the educational programme.

Features:

1. Making files and folders available to course participants
2. Collecting resources of any kind with a database
3. Attaching files to forum posts
4. Importing and linking resources to and from external repositories/portfolios.

Moodle Advantages

- Helps teacher as an organisational tool
  - Various content formats can be uploaded and made available for all
  - Allows for communication between instructor and students
  - Communication ranges from forums, blogs, chats to messages

Disadvantages

- Can be a technological challenge for some
  - Adult learners might be resistant and hesitant
  - Does not provide face to face learning

## **Social Media**

Web based communication tools that enable people to interact with one another.

Advantages

- Facilitates open communication



- Allows employees to discuss ideas
- Opportunity to widen business contacts
- Targets a wide audience
- Improves business reputation
- Expands market research, implements marketing campaigns, delivers communication and directs interested people to specific websites.

#### Disadvantages

- Easy for hackers to commit fraud
- Increases risk of people falling prey to online scams
- Lost productivity if employees are busy updating profiles

### **WhatsApp**

Messaging app for smartphones

#### Advantages

- Free messages to any part of the world
- Easy to use
- No advertisements
  - Can share your location, photos and status with friends

#### Disadvantages

- Meant only for smartphones
- Needs access to internet
- Can be annoying due to constant messages
- Is a privacy threat

### **Facebook**

#### Advantages

- Well designed website
- Can share videos with millions
- Access to App store and free gaming facilities
- Easy access to other websites

#### Disadvantages

- Addicting
- Easy to have fake profiles and IDs
- Can be discriminatory and racist
- Can fuel conflicts between people

- Easy access to personal information
- Can be a waste of time

### **Twitter**

Microblogging service that enables to broadcast social messages

#### Advantages

- App for smartphones
- Can follow anyone and vice versa
- Provides SMS notification
- Can use Twitter ID to log into other sites

#### Disadvantages

- Fake accounts
- Spam problems
- Overloading problems
- Addiction
- Provides only 280 character limit

**Unit 5: Business letters : Sales & Credit letters; Claim and Adjustment Letters; Job application and Resumes. Reports: Types; Structure, Style & Writing of Reports. Technical Proposal: Parts; Types; Writing of Proposal; Significance. Nuances of Delivery; Body Language; Dimensions of Speech: Syllable; Accent; Pitch; Rhythm; Intonation; Paralinguistic features of voice; Communication skills, Presentation strategies, Group Discussion; Interview skills; Workshop; Conference; Seminars.**

### **2.1 How to write a formal application**

(Date)November 17, 2023

(Heading)  
Writer's Name  
(Address)  
With PIN Code

(Inside address)  
To whom a letter is written  
With PIN Code

(Salutation/Greeting)  
i.e. Dear/Respected Ma'am/Sir

I understand that you might have received the letter sent on

.....  
.....  
.....

As we

.....

I have enclosed the initial information and will forward the remainder within 4 weeks of the event.

With Regards

Yours sincerely

xyz

## **Professional/Business correspondence/letters**

### **Significance:**

Professional/Business correspondence/letters mean a kind of communication through letters. The basic purpose of Professional/Business correspondence/letters is to convert the potential readers or viewers into the actual buyers/consumers.

- It assist to sustain the business relationship
- It is an appropriate form of communication
- It serves as a permanent record
- It is reachable to geographically diverse audience

### **3. Scope of Professional/Business correspondence/letters**

It covers all kinds of letters, notices, memos, reports, proposals, inviting tenders etc. The vastness of the scope of the Professional/Business correspondence/letters underlies its significance.

### **Principles/Fundamentals/Features/Essentials/Characteristics of Professional/Business correspondence/letters**

- .Courtesy- It is informative but pleasant
- i.Consideration- Always consider addressee; puzzling and hurting are not allowed.
- ii.Brevity – Be concise while writing, follow the rules of précis writing
- iii.Directness- Be straight forward in your concept
- iv.Clarity- Be clear in tone and theme of the letter
- v.Accuracy- Sentences must be grammatically free
- vi.Politeness- i.e. thanks, regret, please, apologize etc. are essentially required.
- vii.Jargon- Use those words which are readers as well as writers oriented.
- viii.You-attitude- i.e. You are requested..... or you are required etc.

### **The essential components of Professional/Business letters**

- **Heading**

The heading includes the return address and the date of the letter. Some people include email addresses or fax numbers in the return address.

- **Inside Address**

The inside address is where the letter is being sent. Skip a line after the headings before entering the inside address. Include a title or name, if it is available.

- **Salutation/Greeting**

The greeting is a formal salutation. It begins with the word "Dear" and includes the person's last name or a title, if the name is unavailable. End the greeting with a colon. Leave an extra line between the inside address and the greeting.

- **Body of the letter**

The body is the message of the letter. Skip a line after the greeting before starting the body. Keep the body of the letter short and to the point.

- **Complimentary Closing**

The closing word is usually "Sincerely" followed by a comma. Line up the closing with the heading of the letter. In block style, this would be on the left side. Skip a line after the body before entering the closing.

- **Signature**

Skip two to four lines after the closing and type the name of the sender. The two to four lines allows for the sender's signature. A second line includes the sender's title.

### **Different formats of Professional/business letter**

- Full Block Format
- Semi Block Format
- Modified Format
- Simplified Format

#### **Block Format**

The full block format, the most common and simplest of all formats, has all the text flushed against the paper's left-hand margin. In other words, all the components of the letter are left aligned. Other than using double spacing between paragraphs, full block formatted letters are single spaced. This format is the most formal one, so we use it when in doubt of which format to use just to be safe.

#### **A Sample of Full Block Format**

(Heading)

Writer's Name

(Address)

With PIN Code

(Date)November 17, 2013

(Inside address)

To whom a letter is written

With PIN Code

(Salutation/Greeting)

i.e. Dear/Respected Ma'am/Sir

I understand that you might have received the letter sent on

.....  
.....  
.....

As we

.....

I have enclosed the initial information and will forward the remainder within 4 weeks of the event.

With Regards

Yours sincerely (CC- Complimentary Closure)

Xyz (Signature)

Encl. (Enclosure)

### **Semi-Block Format**

The semi-block format is similar to the modified block form, but the lines of each paragraph are indented rather than left justified. Your address and date can be placed either on the left or right-hand side of the paper. The closing, printed name and signature are all placed on the right-hand side. Make sure the heading and closing are lined up and ensure the letter looks acceptable. This format is the one least used

### **A Sample of Semi Block Format**

(Heading)  
Writer's Name  
(Address)  
With PIN Code

(Date)November 17, 2013

(Inside address)  
To whom a letter is written  
With PIN Code

(Salutation/Greeting)  
i.e. Dear/Respected Ma'am/Sir

I understand that you might have received the letter sent  
on .....

.....  
.....  
.....  
.....

With Regards

Yours sincerely  
(CC- Complimentary Closure)

Xyz  
(Signature)

Encl. (Enclosure)

### **Modified Block Format**

The modified block format is another format that's often used. This format has the sender's address at the right and recipient's addresses flushed to the left, as well as the body of the letter, but the date and enclosures are on the left-hand side. Text is single-spaced, except for double spacing between paragraphs. There's no rule as to how far you can indent, granted the heading and closing are lined up. Always use good judgment and ensure the letter appears presentable.

### **A Sample of Modified Block Format**

(Heading)  
Writer's Name  
(Address)  
With PIN Code

(Date)November 17, 2013

(Inside address)  
To whom a letter is written  
With PIN Code

(Salutation/Greeting)  
i.e. Dear/Respected Ma'am/Sir

I understand that you might have received the letter sent on

.....  
.....  
.....

As we

.....

I have enclosed the initial information and will forward the remainder within 4 weeks of the event.

Yours sincerely  
(CC- Complimentary Closure)

Xyz  
(Signature)

Encl.            (Enclosure)

### **Simplified Format**

The simplified block format is another format that's often used. All the components of this format are flushed to the left. Text is single-spaced. In place CC we write the address of the writer. We also skip salutation.

(Heading)  
Writer's Name  
(Address)  
With PIN Code

(Date)November 17, 2013

(Inside address)  
To whom a letter is written  
With PIN Code

Subject:.....

I understand that you might have received the letter sent on

.....  
.....  
.....



As we

.....

I have enclosed the initial information and will forward the remainder within 4 weeks of the event.

Writer's Name  
(Address)

Encl.            (Enclosure)

### **Types of Business Letters**

- Sales letters
- Credit letters
- Letters of Enquiry, Quotation, Order, Claim, Complaint and Adjustment.

#### **Sales letters**

**Objective:** To promote sales of goods and to convert the readers into potential consumers. In case of the product we refer the following points:

- a. Appearance
- b. Manufacturing
- c. Working
- d. Packing
- e. Price
- f. Discount offers
- g. Mode of delivery

In case of offering consultancy to an organization we look at the following points:

- People involved
- Duration
- Details of jobs undertaken
- Changes
- Terms and conditions

### **How to frame the effective sales letter**

- Catch the readers' attention
  - Arouse the readers' interest
  - Create a desire into the mind of the readers
  - Motivate the reader to action
- In short it is AIDA: A- Attention, I- Interest, D-Desire and A- Action

## **Model/Layout of Sales Letter**

### **A Sample of Full Block Format**

(Heading)  
Writer's Name  
(Address)  
With PIN Code

(Date) November 17, 2013

(Inside address)  
To whom a letter is written  
With PIN Code

(Salutation/Greeting)  
i.e. Dear/Respected Ma'am/Sir

You might have received the letter sent on

.....  
.....  
.....

As we

.....

I have enclosed the initial information and will forward the remainder within 4 weeks of the event.

With Regards

Yours sincerely (CC- Complimentary Closure)

Xyz (Signature)

Encl. (Enclosure)

## **Credit Letter**

**Purpose:-** Buy now and pay latter or to enquire or request for loan

### **Points to be checked:**

- Status of the employer
- Source of Income
- His bank account
- Other details

**Credits Types:**

- Request for credit
- Enquiry about status
- Letter granting credits
- Letter refusing credits

**Model/Layout of Credit Letter**

Reliance India Ltd.  
110, Gama-Street  
CP, New Delhi  
New Delhi-110002

November 17, 2014

Mr. Ramesh  
The sales manager  
104, Dawood Colony  
Navi Mumbai  
Mumbai-460013

Dear/Respected Sir

Enclosed here is order no. ....dated.....

.....We have good  
business relation with you.....

..... We hope  
.....

With Regards

Yours sincerely

Xyz (Signature)

Encl. (Enclosure)

**Claim Letter**

We make a claim or request for an adjustment if we are not satisfied with the received product.

**Objectives in writing the claim letters**

- To bring the mistake to the notice of the supplying company
- To correct the mistake either by repair or by the replacement
- To correct the billing errors
- About the damaged goods
- Goods not matching the sample
- Difference in agreed price
- Late delivery
- Wrong quantity
- Non delivery
- Poor service

**Model/Layout of Claim/Complaint Letter**

Wood furnitures  
110, Gama-Street  
CP, New Delhi  
New Delhi-110002

Our Reference: CC/321

Your reference: TT/77

November 17, 2014

APPEX INDIA Ltd.  
104, Theeta Colony  
Navi Mumbai  
Mumbai-460013

Dear/Respected Sir

Thank you for providing 200 PCs.....  
I placed this order for high for high qualities.....  
You are requested to send the replacement within the two days.

Thanks.

With Regards

Yours sincerely

Xyz                      (Signature)

Encl.                      (Enclosure)

**Adjustment letter**

It is a letter written in response to a claim letter.

Objectives:

- To satisfy the customer
- To safeguard the reputation of the organization

**Model/Layout of Adjustment Letter**

APPEX INDIA Ltd.  
104, Theeta Colony  
Navi Mumbai  
Mumbai-460013

Our Reference: CC/321

Your reference: TT/77

November 17, 2014

Wood furnitures  
110, Gama-Street  
CP, New Delhi  
New Delhi-110002

Dear/Respected Sir

Thank you for letter no.TT/77.....  
In keeping with.....

Thanks.

With Regards

Yours sincerely

Xyz (Signature)

Encl. (Enclosure)

## **Job application and Resumes**

### **Writing of a Job application**

**In the beginning, one should know in advance the meaning of 'Job' and Application before drafting the Job application**

**Job:** A paid position of regular employment.

**Application:** A formal request to be considered for a position or to be allowed to do or have something, submitted to an authority, institution, or organization.

**There are two types of job application:**

- a. **Solicited Job Application:** It is the application demanded through attested resources. i.e. The Employment News paper, Radio, T.V., Government Gu
- b. **Unsolicited Job Application**

### **How to write a Job application**

(Date) November 17, 2023

(Heading)  
Writer's Name  
(Address)  
With PIN Code

(Inside address)  
To whom a letter is written  
With PIN Code

(Salutation/Greeting)

i.e. Dear/Respected Ma'am/Sir

I understand that you might have received the letter sent on

.....  
.....  
.....

As I.....

I have enclosed the initial information and will forward the remainder within 4 weeks of the event.

With Regards

Yours sincerely

xyz

#### **Format of Resume**

**Name of Applicant:**

**Full Postal address:.....**

.....

**PIN:**

**Phone:**

**e-mail ID:**

---

**Career Objective:**

**LOOKING FOR CONDUCIVE AND CHALLENGING EDUCATIONAL CONTEXT TO CONTRIBUTE BETTER IN LEARNING/TEACHING SCENARIO AT GLOBAL LEVEL AS WELL AS TO MEET THE EXPECTATION OF THE AUTHORITY CONCERNED**

**Professional Work Experience:**

- Worked as an executive assistant engineer in HCL, Noida during summer internship from 15 June 2015 to 15 July 2015.
- Worked as an executive assistant engineer in NTPC, Delhi during winter internship from 15 December to 15 January.
- Worked as an assistant engineer in DRDO, Delhi during summer internship from 15 June 2014 to 15 July 2014.
- Worked as an executive assistant engineer in HAL, Kanpur during winter internship from 15 Dec. 2015 to 15 Jan. 2015.
- **Education (Academic):**

EDUCATIONAL QUALIFICATIONS EXAMINATIONS	SUBJECTS	DIVISION	YEAR	BOARD/UNIVERSITY
MATRICULATION				
INTERMEDIATE (10+2)				
B.Tech.				
M. Tech.				
U.G.C NET				

**Skills, Abilities & Aptitudes:**

- Undergone Java course from NIIT, Noida from 15/10/2013 to 15/4/2014.
- Undergone C+++ course during third semester.
- 

**Activities and Interest**

- Performed as the best student during the 3<sup>rd</sup> and the 4<sup>th</sup> semester of college (SIET)

**Achievements & Honors:**

- Awarded as the best student of second year (2014)

**Marital Status:**

- Unmarried

**Gender:**

- Male/Female

**Referees:**

1. Prof. XYZ  
HOD, IIT, Delhi  
Dept. of Computer Science  
New Delhi-110067
2. Prof. XYZ  
HOD, IIT, Kanpur  
Dept. of ME  
Kanpur, UP

**Permanent Address:**

**Date:**

**Signature**

**(Name:.....)**

## Reports: Types; Structure, Style & Writing of Reports

### Technical Report Writing

Report is derived from the Latin word 'Reportare' which means to bring back. It is unbiased and evidence oriented.,

A **technical report** (also a **scientific report**) is a document that describes the process, progress, or results of technical or scientific research or the state of a technical or scientific research problem. It might also include recommendations and conclusions of the research. Unlike other scientific literature, such as scientific journals and the proceedings of some academic conferences, technical reports rarely undergo comprehensive independent peer review before publication. They may be considered as grey literature.

Where there is a review process, it is often limited to within the originating organization. Similarly, there are no formal publishing procedures for such reports, except where established locally.

Technical reports are today a major source of scientific and technical information. They are prepared for internal or wider distribution by many organizations, most of which lack the extensive editing and printing facilities of commercial publishers.

Technical reports are often prepared for sponsors of research projects. Another case where a technical report may be produced is when more information is produced for an academic paper than is acceptable or feasible to publish in a peer-reviewed publication; examples of this include in-depth experimental details, additional results, or the architecture of a computer model. Researchers may also publish work in early form as a technical report to establish novelty, without having to wait for the often long production schedules of academic journals. Technical reports are considered "non-archival" publications, and so are free to be published elsewhere in peer-reviewed venues with or without modification.

### Types and Objectives of Technical Report

#### Technical Report Writing

Report is derived from the Latin word 'Reportare' which means to bring back. It is unbiased and evidence oriented.

#### Types and Objectives of Technical Report

<u>Types of Reports</u>	<u>Objectives of Reports</u>
<b>Project report-</b>	To present a record of achieved work
<b>Lab. Report -</b>	To record experiment
<b>Research Report-</b>	To record research findings
<b>Plan Report-</b>	To document schedules, time tables and mile stones
<b>Inspection Report-</b>	To document current status
<b>Policy and procedures-</b>	To record and clarify complex information for future reference
<b>Annual Report-</b>	To present information to a large number of the people
<b>Organizational Report-</b>	To present organized information on a particle topic
<b>Recommendation Report-</b>	To recommend action in solving certain problems

### Types of Technical Report



We can classify the Technical Report on the basis of the followings:

- Purpose
- Frequency
- Mode of Presentation

**Purpose**

Informative Report

It is information oriented.

Analytic Report

It is based on evidence.

**Frequency**

Periodic Report

It is time /period oriented.

Special Report

It can be written/published

irrespective of time.

**Mode of Presentation**

Oral Report

Written Report

Formal Report

Informal Report

Memos Letters Press Release

**REPORT FORMAT**

The pages of the report are to be assembled in the following order. This is the recommended order, however, certain reports may lend themselves to either reordering sections and/or excluding sections.

**TITLE PAGE**

The format for this page may vary, however, the following information is always included: report title, who the report was prepared for, who the report was prepared by, and the date of submission. This is not a numbered page of the report.

**ABC LIMITED**

33, Lajpat Nagar, New Delhi

**A REPORT**

**ON**

**CONDITION AND PRSPECTUS IN NOIDA DSTRIC**

**By**

XYZ

Executive Manager  
ABC Ltd. New Delhi

December 24/12/2013

### **Steps in writing a Technical Report**

#### **ABSTRACT**

An abstract is a concise description of the report including its purpose and most important results. An abstract must not be longer than half a page and must not contain figures or make reference to them.

The results may be summarized in the abstract but qualitatively, not quantitatively. No specific technical jargon, abbreviations, or acronyms should be used. This is not a numbered page of the report.

#### **TABLE OF CONTENTS**

Include all the report sections, subsections, and appendices. This is not a numbered page of the report.

#### **INTRODUCTION**

Give the objective of the work, a brief description of the problem, and how it is to be attacked. This section should provide the reader with an overview of why the work was performed, how the work was performed, and the most interesting results.

Include, if necessary, a discussion of relevant background theory. For example, if the phase shift of an RC circuit is to be measured, give the derivation of the theoretical phase shift. Include any preparation specified in the lab manual

#### **DESIGN / THEORETICAL ANALYSIS**

Give the details of your design procedure. Be sure to introduce and describe your design work using sentences, equations alone are not sufficient. Use citations if you wish to refer the reader to reference material. Divide this section into subsections where appropriate. For example, a lab design may consist of designing several circuits that are subsequently interconnected; you may choose to treat each circuit design in its own subsection. Keep this section as general as possible, only applying specific numbers after the design is explained.

#### **PROCEDURE**

This section varies depending on requirements of the one who assigned the work and the audience. At a minimum, the author *discusses* the procedure by describing the method used to test a theory, verify a design or conduct a process. Presentation of the procedure may vary significantly for different fields and different audiences, however, for all fields, the author should be brief and get to the point. Depending on the situation, there are two likely types of procedure sections. Use this procedure type if you have been supplied with a detailed procedure describing the steps required to complete the work.

- If required by the person who assigned the work, include the detailed procedure in the appendix.
- Briefly describe the method employed to complete the work. This is meant to be a brief description capturing the intention of the work, not the details. The reader must be referred to the appendix for the details. Do not refer to procedure steps.
- If the work required a lab set-up, provide a diagram of that set-up (i.e. circuit diagram).
- Provide additional diagrams and/or pictures if it will assist the reader in understanding the description.
- Provide a detailed procedure of any work performed for which detailed steps were not provided.

#### **RESULTS AND DISCUSSION**

Present the results of the work performed using neatly organized and completely labeled tables and/or graphs whenever possible. When comparative data is available, present the data in a way that facilitates the comparison. For example, if theoretical and experimental values are available, present the values alongside one another accompanied by percent error. If it would help the reader understand the results, include a few sample calculations but put lengthy calculations in an appendix.

#### **CONCLUSION**

Technical Report Writing Guidelines provides a recipe for writing technical reports for a variety of disciplines and applications. If all of the information contained herein is studied and applied, the result will be a report worth

reading. Considering that most technical jobs require accurate communication through written material, developing good technical writing skills can only improve your career status.

Be aware that most jobs in a technical field require a significant amount of technical writing, from informal memos to formal proposals for presentation to customers. It is worth your time to read this material carefully and practice your writing skills.

### **Routine report**

**Routine reports:** These reports are required to be prepared and submitted periodically on matters required by the organization so as to help the management of the organization to take decisions in the matters relating to day to day affairs. The main objectives of routine reports are to let the management know as to what is happening in the organization, what is its progress, where the deviation is, what measures have been taken in solving the problems and what to do so that the organization may run smoothly and efficiently. Routine reports are generally brief. They only give the facts. No comments or explanations are usually offered in such reports. Generally forms are prescribed for preparation and submission of such reports.

**Special reports:** Such a type of report is specially required to be prepared and submitted on matters of special nature. Due to an accident a death of the foreman has occurred in a factory. The factory manager may ask for a detail report from the head foreman. Such a report is classified as special reports. These reports contain not only facts and details but they may contain suggestion, comments and explanations as well. Routine report means being able to:

- identify appropriate forms or documents to use
- accurately record data from manual inspections and/or electronic systems
- clearly write observations as required.

Written reports are usually a summary of readings from the routine performance of the reticulation system. These reports might be summaries of:

- pump hours
- levels in storages
- flow rates
- water quality parameters.

The appropriate workplace form should be completed on a timely basis as required by your water authority. These forms then become a permanent record of the performance of the water distribution system.

Many water authorities have intranets (internal websites) where all documentation such as SOPs and forms are kept. Examples of various forms can be found on the Central Water intranet site.

### **Annual report**

An **annual report** is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry. Companies listed on a stock exchange are also required to report at more frequent intervals (depending upon the rules of the stock exchange involved).

Typical annual reports will include:

- Accounting policies
- Balance sheet
- Cash flow statement
- Contents: non-audited information
- Profit and loss account
- Notes to the financial statements
- Chairpersons statement

- Director's Report
- Operating and financial review
- Other features
- Auditors report

### **Project Report**

**Project Report** (or Project Status Report) is necessary to communicate the status of a project to its staff and stakeholders. The Project Report embraces necessary scope of information that is demanded by stakeholders to stay in touch with all essential project matters, including progress, budget and schedule.

The Project Report should be composed by the project manager and his/her assistants in a manner allowing them to escalate any significant items or issues to the focus of project stakeholders, so they can support the project team with necessary decisions and guidelines.

There could be one or a set of smaller regular reports dedicated to such matters:

- Project Schedule (to see how the real timing complies with the estimate);
- Project Budget (to know whether additional funding can be demanded);
- Project Deliverables (to learn if they meet requirements on quality);
- Project Risks (how severely risks are affecting the project);
- Project Issues (problems arising on the project performance);
- Project Staffing (changes and improvements in the project staffing);

With a help of Project Status Report, project manager and stakeholders can identity whether the project is on the right track and it will be finished on-time, on-budget and on-quality, without serious overruns. Project Report is a way to capture and document the project performance for further analysis and decision-making.

### **A typical project report is organized in the following way**

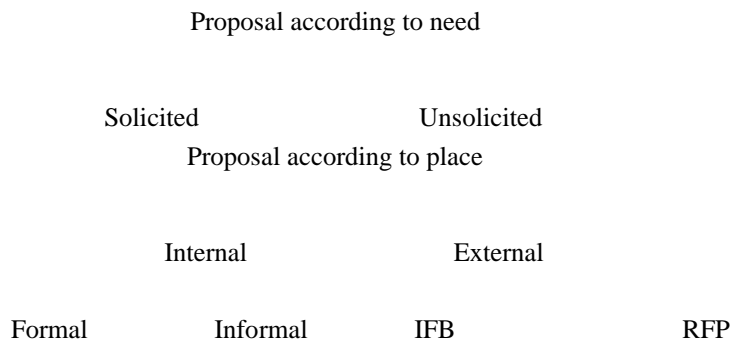
- Abstract. (This is a couple of paragraphs - no more - which summarizes the content of the report. It must be comprehensible to someone who has not read the rest of the report.)
- Introduction. (The scope of the project, setting the scene for the remainder of the report.)
- Previous work. (One or more review chapters, describing the research you did at the beginning of the project period.)
- Several chapters describing what you have done, focusing on the novel aspects of your own work.
- Conclusions. (This is similar to the abstract. The difference is that you should assume here that the reader of the conclusions has read the rest of the report.)
- References and appendices.

## **Technical Proposal: Parts; Types; Writing of Proposal; Significance**

### **Technical Proposal**

The word 'Proposal' is derived from the word 'Propose' which means to offer or to put forward for consideration.

### **Types of Technical proposal**



(Information for bids)      (Request for proposal)

The most basic composition of a proposal, as with any other written document, is simple; it needs a *beginning* (the Introduction), a *middle* (the Body of material to be presented) and an *end* (the Conclusion/Recommendation).

- The **INTRODUCTION** presents and summarizes the problem you intend to solve and your solution to that problem, including the benefits the reader/group will receive from the solution and the cost of that solution.
- The **BODY** of the proposal should explain the complete details of the solution: how the job will be done, broken into separate tasks; what method will be used to do it, including the equipment, material, and personnel that would be required; when the work will begin; and, when the job will be completed. It should also present a detailed cost breakdown for the entire job.
- The **CONCLUSION** should emphasize the benefits that the reader will realize from your solution to the problem and should urge the reader to action. It should be encouraging, confident and assertive in tone.

**Structure of a technical proposal**

**Title Page**

**MARUTI UDYOG Ltd.: FARIDABAD (HR.)**

**A PROPOSAL**

**FOR**

**AN EXTENSION OF SHOW ROOM**

**By**

**XYZ**

**EXECUTIVE MANAGER**

**To**

**Board of Directors**

20/01/2014

**PROPOSAL WRITING**

**Q. As the Branch Manager of the Punjab National Bank, Sarvodaya Nagar, Mumbai you wish to expand the services and facilities of your branch en popular demand. These include provision of fifty lockers, one teller counter and one additional office room. Invent the necessary details and prepare a proposal to be sent to the Divisional Manager of your Bank.**

**Punjab National Bank**

**Sarvodaya Nagar, Mumbai**

**A Proposal**

**For**

**Incorporating Additional Facilities in our Branch**

**By**

**XYZ Branch Manager**

**PNB, Sarvodaya Nagar, Mumbai**

**To**

**Divisional Manager**

**PNB, Mumbai**

**08/03/2016**

**Proposal for incorporating additional facilities in our Branch**

**Summary**

Punjab National Bank has been functioning in Sarvodya Nagar, Mumbai for the last 5 years. The bank has a customer base of over 10,000 nos.

We propose to provide better services and facilities to the customers by having

- i. One Teller Counter
- ii. Fifty Lockers
- iii. A separate office room to deal with the esteemed customers as the existing space available is inadequate.
- iv. It is proposed that the above-mentioned services and facilities be extended for improving the bank image, which in turn will add to, more customer base in future.

The total expenditure to be incurred is approximately 155,000 rupees and this will be implemented in a time frame of six months.

A detailed proposal is made for your perusal.

### **Objective**

To provide improved services and facilities to the bank customers.

### **Present Situation**

The bank has one extension counter and handles on an average 1000 customers every day. This leads to approximately 25 minutes for clearance of a cheque / withdrawal, which is much higher than the Bank's norms of 15 minutes. This leads to a lot of inconvenience to the customers.

The Bank does not extend any facility to the customers for safe deposits by providing lockers. This has resulted in shifting of the customer base to other banks in the vicinity that provide such locker facilities.

The Bank does not have a separate office room due to inadequate space availability and the discussions with the customers are held in the main hall. This causes inconvenience to the customers.

### **Proposal**

It is desired that the services and the facilities to the customers be improved by:

- Facilitating a Teller counter for speedy clearance of cheques / withdrawal and comply with the bank norms of 15 minutes.
  - ◆ Extending locker facilities for safe deposits.
- ◆ Providing separate office room for official work and discussion with the esteemed customers.

### **Implementation Approach**

The Teller counter will be built of a wooden partition and will be managed by the existing staff by rescheduling their job responsibilities.

The lockers will be bought from Godrej, which is the best in safe deposits. Initially we plan to have 50 nos. of such lockers and subsequently add more lockers based on the demand.

A separate office room of 3 meter X 3 meter to be constructed which will have a capacity to accommodate 6 persons at a time.

### **Cost estimation for implementation of proposal**

The following expenditure is estimated to implement the proposal:

S · N	DESCRIPTION	EXPENDITURE (Rs)
1	Construction of Teller counter	20,000
2	Lockers (50 nos.)	100,000
3	Construction of Office room	35,000
TOTAL		155,000

### **Benefits**

By way of implementation of above-mentioned proposals, it is expected that the Bank will be able to meet the expectations of the customers and increase the customer base and overall improvement in the image of the bank.

It is therefore requested that an amount of RS. 155,000 be sanctioned to implement the above- mentioned proposals in the interest of the customers at large.

### **Nuances of Delivery**

Nuances are the subtle differences in meaning between words, phrases and ideas. These shades of meaning might seem small, but they can greatly affect how we understand what is being said.

Example : “Great painters use nuances of color to create their masterpieces.”

### **Ways to Nuances of Delivery**

**1) Face the speaker and maintain eye contact. 2) Be attentive and relaxed. 3) Keep an open mind. 4) Listen to the speaker to picture the words that are being said. 5) Give the speaker regular feedback. 6) Practice active listening by being responsive and attentive. 7) When listening to someone talk about a problem, refrain from suggesting solutions. 8) Wait for the speaker to pause before you ask questions to clarify their stance. Ask questions to ensure understanding. 9) You can nod and show your understanding through appropriate facial expressions. 10) Pay attention to the non-verbal cues as well.**

What is the factor that makes your presentation highly effective?



These are the following factors which make the presentation highly effective:

- The manner of the presentation
- The vocal inflections
- The perfect time pauses
- The facial expression
- Gestures
- Postures
- Dimensions of speech

## **Body Language[Kinesics]**

### **Kinesics**

The bodily gestures, postures, and facial expressions are the features of non-verbal body communication by which human beings communicate. In other words, it is the way the body communicates without words that is through various movements of its parts. So, Kinesics is the scientific study of body language of human beings. For examples: Nodding your head, blinking your eyes, waving the hands etc. In a nutshell "It's not what you Say but How You Say It"

### **Gesture**

A **gesture** is a form of non-verbal communication or non-vocal communication in which visible bodily actions communicate particular messages, either in place of, or in conjunction with, speech. Gestures include movement of the hands, face, or other parts of the body. Gestures differ from physical non-verbal communication that does not communicate specific messages, such as purely expressive displays, proxemics, or displays of joint attention. Gestures allow individuals to communicate a variety of feelings and thoughts, from contempt and hostility to approval and affection, often together with body language in addition to when they speak.

### **Different Types of Gestures**

- Clenched fist is used as a gesture of defiance or solidarity. Facing the signer, it threatens physical violence (i.e., "a thumping")
- Crossed fingers are used to superstitiously wish for good luck or to nullify a promise
- Handshake is a greeting ritual in which two people grasp each other's hands and may move their grasped hands up and down
- Wave is a gesture in which the hand is raised and moved left and right, as a greeting or sign of departure.
- Applause is an expression of approval made by clapping the hands together to create noise.
- Time-out — a "T" formed with the hands, with one hand with flat palm placed perpendicular to the other hand with flat palm, roughly in the center — originates in American sports
- Hand-kissing, a greeting made by kissing the hand of a person worthy of respect
- Shrug, lifting both shoulders indicates lack of knowledge or concern
- Cheek kissing, pressing one's lips to another person's cheek, may show friendship or greeting

### **Posture**

Verb: Pos + **-tured, -tur-ing, -tures**.

Verb Intransitive: It is to assume an exaggerated or unnatural pose or mental attitude; attitudinize or to assume a pose.

[It is derived from French, from Italian postura, from Latin positūra, position, from positus, past participle of pōnere, to place.]

- A position of the body or of body parts: a sitting posture.
- An attitude; a pose: assumed a posture of angry defiance.
- A characteristic way of bearing one's body; carriage: stood with good posture.
- Relative placement or arrangement: the posture of the buildings on the land.
- It is a frame of mind affecting one's thoughts or behavior; an overall attitude.

### **Different types of Postures**

## **Shooting Postures**

- **Kneeling position**
- **Prone position**
- **Standing position**
- **Three positions**

### **Standing posture**

Although quiet standing appears to be static, modern instrumentation shows it to be a process of rocking from the ankle in the sagittal plane. The sway of quiet standing is often likened to the motion of an inverted pendulum.

### **Facial Expression**

Facial expressions are gestures executed with the facial muscles, such as frowns or smile. Facial expressions are of importance in the establishment of relationships with others. They also help with the use and interpretation of non-verbal language.

### **Eye Contact**

The first element of nonverbal communication is Eye Contact. It's one of those tools that you can use right at the beginning to start your presentation off strong. After being introduced by the master of ceremonies, walk to the spot where you will start the delivery of your presentation, then pause. Look out at the audience and find a friendly face. Make eye contact, pause, then deliver your strong opening.

Finish a sentence, and move on to another friendly face for your next thought. Continue this throughout your presentation using a quadrant approach, looking at different sections of the audience as you go on. Don't have a specific pattern to this else you'll appear robotic. (Please, no search light effect!) The important thing is not to leave anyone out and let all the audiences feel you are speaking to them.

### **The Importance of Eye Contact**

Eye contact does a number of important things. It indicates honesty. (I'll bet you remember a parent telling you to, "Look me in the eye and tell me what happened!") It creates a bond with the people you are speaking to. Of course you can't look everyone in the eye, but those around the person you are directly speaking to will feel the same bonding.

Looking directly at audience members conveys "competence in your confidence." You're nonverbally telling them you know your stuff. It's OK to check notes to be certain you don't leave anything out of your presentation. If you *really* "know your stuff" it will be a quick glance, then you're back to engaging individuals with your eyes. Making eye contact keeps the audience attentive to you and your message. This increases the odds they'll **get it**. A good presentation should be like a one-on-one conversation. You, the speaker, are doing all the talking, but are getting responses from the audience by continually taking the temperature of their receiving your message. You do this by making eye contact and observing their facial expressions and body movement. Seeing heads moving affirmatively as you make a statement will give you energy and improve your delivery

Eye contact is so important that not giving eye contact can be interpreted as being not trustworthy. They'll quickly tune you out. If your gaze is downward, the audience will interpret it that you are not interested in engaging them. They'll then quickly disengage you!

If you make contact and the person looks away, move on to someone else and don't take it personally. (Some individuals, and cultures, are uncomfortable with having someone look directly at their eyes.) If you are one of these people, try looking at people's foreheads. They'll still feel the bond, and you'll be more at ease doing this. However, don't spend too much time looking at one person. It could be received as staring. They will feel uncomfortable and you'll be neglecting the rest of the attendees.

Check that wherever you are speaking from, you can see the entire audience. If you can't see them, they can't see you. Since nonverbal communication is important to conveying your message, this can't be overlooked.

The goal of a presentation is that the audience understands the message. Knowing and using the eye contact element of nonverbal communication will help you "hit the bull's eye!"

## Dimensions of Speech: Syllable; Accent; Pitch; Rhythm; Intonation

- 1. Accent-** It is an fixed amount of air pressure pushed out by the lungs in the form of the puffs due to the pressure of the diaphragm. It occurs only at the syllable of the speech sound. It has a measure function for change in the meaning of a word of the given language. For example: 'Pre-sent' it is a disyllabic word if the accent falls on the first syllable it means 'to the presence' if the accent falls on the second syllable it means 'a gift'. It Is A supra-segmental feature of the speech sound.
- 2. Syllable-** The lungs are pressurized by the diaphragm and consequently a firm air comes out in the form of the puffs which are known as 'chest pulses'. Each such unit of pronunciation generates 'a syllable'. Syllable is the smallest unit of pronunciation.
- 3. Stress-** It is a kind of an accent which is controlled the total energy required to pronounce a syllable along with the pressure of the air which comes out of lungs.
- 4. Strain** – It is an energy which either moves or displaces an entity.
- 5. Pitch-** The vocal cords frequently open and close; consequently it creates a vibration into the vocal cords and thus it results into the creation of a tension inside the vocal cords. Due to high tension inside the vocal cords the vibration of the air coming out is sometimes high or low. This high and low vibration of the air (ascending and descending of the vibration) is called pitch of the speech sound. It is directly proportional to vibrations/waves/frequencies. If the frequency is high the pitch is high. It can be illustrated as follows:

Figure-01

We can clearly find that the frequency of figure -01 is higher than the frequency of figure-02. The pitch of figure one is higher than the pitch of figure two. The unit to measure the pitch is 'MEL'

Figure-02

- 6. Tone-** If the ascending and descending of the vibration of the vocal cord occur at word level it is called tone.
- 7. Intonation-** If the ascending and descending of the vibration of the vocal cord occur at sentence level it is called intonation.
- 8. Rate-** The normal rate of no. of words per minute in the normal speech is 120 to 150

### Paralinguistic features of voice

#### Paralinguistic features of voice

**Paralinguistic features** (from Greek *para*: beside or beyond) are the vocal effects we can employ when we speak. These do not have the importance of prosodic features, which can change the meaning of an utterance.

Paralinguistic features are commonly referred to as "tone of voice". We can make our speech breathy or nasal or husky or creaky to create desired effects. Some people use very obvious lip-rounding when they talk to babies." Spoken advertisements for certain products are often delivered in a low breathy voice, presumably to make them more alluring.

Whispering is one of the best examples of paralanguage; giggling and laughing also come into this category.

**Note: It may contain all the features of Dimensions of speech**

## **Communication skills**

### **Communication skills**

Productive Skill:

1. Speaking Skill
2. Writing Skill

Receptive Skill:

1. Reading Skill
2. Listening Skill

#### **Skill:**

1. It is practiced/drilled knowledge
2. It is dynamic in nature
3. It is context oriented
4. It shows perfectness at some degrees

It is clearly illustrated through the aforesaid points that communication skills consist of Speaking Skill, Writing Skill, Reading Skill, Listening Skill. The barrier in the process of communication may occur at any of the skill among the above mentioned skills.

It may occur at any level of the aforesaid skills. For example 'speaking skill' its scope is wider and it consists of different types of supra-segmental features such as + juncture, stress, tone, rhythm, loudness etc. In case of improper +juncture it may be interpreted into a different sense. i.e. 'Sixty cups' must be sounded properly and in a given time otherwise it may sound equivalent to 'Six tea cups' etc.

## **Presentation strategies**

Everybody can give a good presentation, if she is willing to invest enough time. Here are strategies for delivering technical presentations.

This means it's about cold, hard facts. Most of these talks are bad and booring. A good presentation is hard work, no trick.

1. Concern a book about rhetoric

It is not enough to read one article to give an interesting presentation. Who wants to be a good speaker has to look into speaking.

You could start with the classical The Quick and Easy Way to Effective Speaking.

2. Content is king

You need content. If you don't have anything to say, keep quiet. Many presentations are quite unsubstantial and need a flashy presenter. This doesn't apply to us.

The content must be tailored to the audience. What knowledge can you take for granted? Underestimate the knowledge, but never underestimate the intelligence of your audience!

Fill your presentation! Every minute they listen to you, should be worth it. Every sentence must be important.

You often hear the first n seconds are important. They are not. Nobody will leave the room after 60 seconds, but often i know after 60 seconds, whether the speaker intends to fill or use his time.

3. Slow and clear

We're talking technical presentations. Not wedding oration, not sales pitch, not advertisement, not political speech. This means to omit the filling stuff and go right to the core. This should be also true for the other occasions, but it's essential here.

Don't say the same three times in a row with different phrasing. It is better to speak slowly and clearly one sentence after another.

Don't read your content. Not from paper, not from beamer, not from screen. You have practiced enough to know your text by heart, haven't you?

#### 4. A good presentation has a climax

A good presentation has one -exactly one- climax. Try to summarize your content into one sentence!

Now minimize that sentence! It should have no comma and no "and". Imagine your audience would memorize only one sentence from your talk – what would that be? You can say this. "If you keep just one thing in mind from my talk, keep this: A good presentation is hard work, not a trick."

A good presentation has one -exactly one- climax. Don't fear repetitions in this case. A good presentation has one -exactly one- climax.

The climax determines the rest of the content. Thus if you have your climax, you have a criteria, where you could shorten your talk.

#### 5. Humor is permitted

Yes, you can joke. A funny picture to lead to another topic is permitted, as long as it isn't too much and on topic.

Don't laugh at yourself! A speaker better has a wry sense of humor.

#### 6. Slide design

You can find good tips at Presentation Zen. A nice rule of thumb is 6×6, though i favor 1×6.

Especially with a technical topic one is ensnared to use bullet points. It doesn't help. It doesn't stick. As the speaker, you will read the list point by point, with some intermediary "and" and "uh", and bore the audience. Do it like Steve, not like Bill!

#### 7. Darned technology

Show up early and test the real equipment! Don't trust this test and always carry an USB stick and your slides in pdf form with you.

Live demos are risky because of this. Sometimes it is worth this risk, sometimes it is not.

If it breaks, it's your fault. Maybe it isn't, but from the audiences point of view, it's only you on stage.

That directly leads to the next point:

#### 8. Don't apologize

Who is on stage doesn't apologize. At least don't say more than a quick "sorry".

It doesn't matter who or what is at fault. It is the responsibility of the speaker to cope with it. It only hurts your presentation in the end.

#### 9. Practice, practice, practice

If you haven't practiced enough, you can't watch your audience. You can read people, whether they have understood, what you just said, or whether you should repeat that. Eye contact happens automatically.

Even the "uh" will disappear.

A good presentation is hard work, no trick.

## Group Discussion: Objective & Method

### Objective:

- Oral communication skills
- Decision making
- Problem solving
- Personality test
- Group harmony
- Creative approach
- Diagnose the learners problem

### Methodology:

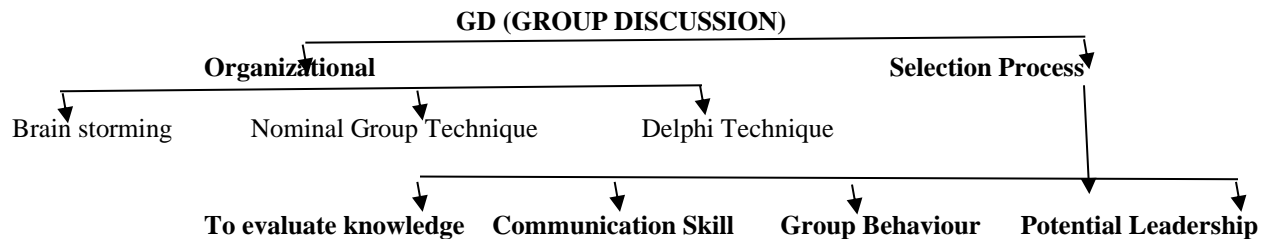
- SWRL
- Task base communicative
- The natural method
- Interactive approach
- Learner's oriented
- Kinesics
- Voice modulation
- RP system
- Supra-segmental features (Rhythm, Intonation, Stress)

### Defining Features of GD

- A Practical number of people (5-12) meet face to face to discuss and share ideas.
- It is also used for decision making and problem solving.
- It is also widely used as a personality test to evaluate a candidate for a specific task.
- Firstly, it was used in the Indian Armed Force.

### TYPES OF GD:

- Normally we have the two categories of GD.
  - Organizational Group Discussion
  - GD as a part of the selection process.



**Rules:****Brain storming:**

- A group of six to twelve sits around a table.
- Group leader states the problem to the members.
- Members suggest a no. of points.
- No criticism is allowed.

**Two Techniques of Brain storming:**

- Story boarding- Used to solve problem
- Lotus blossom- Members suggest ideas after ideas which form the core and ideas from the petal.

**Nominal Group Technique:**

- Members used as group but they write their own ideas individually.
- No discussion takes place until all ideas are collected.
- Now group discusses the ideas.
- Result is declared with high ranking ordered of the ideas.

**Delphi Technique:**

- It is similar to Nominal Group Technique but physical requirements of members are not there. This technique never allows the group members to meet face to face.

**MODE OF SELECTING THE CANDIDATES:****1. Personal Skills:**

- a. Knowledge of the subject
- b. Delivery system/ RP System
- c. Kinesics
- d. Voice Modulation

**2. Leadership Skills:**

- a. Ability to influence and persuade others
- b. Ability to encourage silent members
- c. Ability to compromise
- d. Ability to co-ordinate and summarize

**3. Group Skills:**

- a. Ability to listen alternatively
- b. Ability to give value to others
- c. Ability to contribute original points

## **Interview skills**

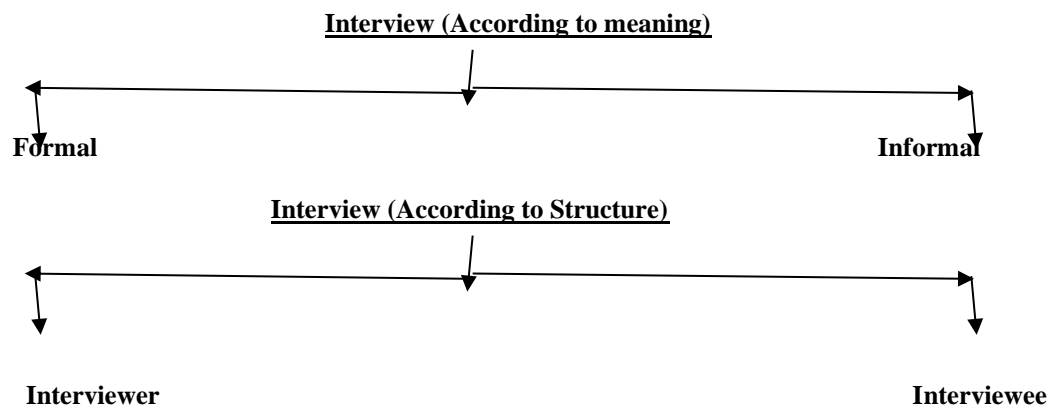
### **Objective:**

- To familiarize the learners with the basics of an Interview
- To build-up learners' competence with an ability to face Interview
- To build-up learners' technical communicative competence
- To acquaint the learners with the various types of Interviews
- To strength the competence of the learners to gateway barriers to Interviews

**Definition:** It is an interaction between two or more persons for a specific purpose. It is also used as a social and psychological instrument. It does check the presence of mind but it rarely checks the knowledge.

Functions of Interview:

- Select a person for a specific task
- To monitor the performance
- To collect the information
- To exchange information
- To counsel

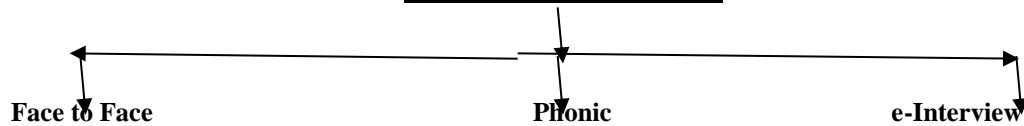




### Kinds of Interview

- Job
- Information
- Persuasive
- Exit
- Evaluation
- Counseling
- Conflict-Resolution
- Disciplinary
- Termination

### Modes to conduct Interview



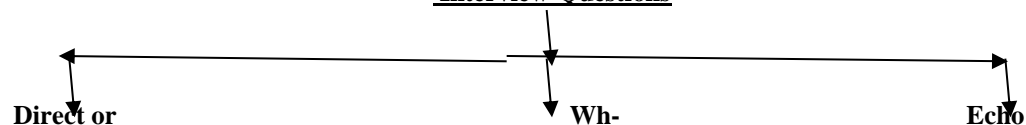
### Success Factors in Interview

- Positive Attitude
- Proficiency in the field
- Communication Skills- Oral and Written
- Interpersonal skills
- Confidence
- Critical thinking and Problem solving
- Flexibility
- Self motivation
- Leadership
- Team work

### Failure Factors in Interview

- Arrogance
- Apathy (Emotion)
- Uninhibited nervousness
- Equivocation (double meaning)
- Lack of Concentration
- Lack of crispness (clear cut)
- Lack of social skills
- Lack of firmness
- Inadequate quantitative
- Unsuitable personality

### Interview-Questions



## **Yes-no**

### How to Prepare for an Interview

Based on success points go through a mock interview

- Try to gather inside information (i.e. scenario of interview and its members)
- Dress appropriately
- Questions with interviewers (in case of Corporate sector)
  - i. Whom will I report to?
  - ii. Whom will I be working with?
  - iii. What are the training opportunities?
  - iv. What are the promotional prospects
- Memorize your resume
- Be punctual
- Relax

### An interviewee may face the following questions during an Interview

- Experience
- Credential (Subjectively evaluate the interviewee)
- Opinion ( Interviewer provides a situation)
- Dumb question (to check the capability of original thought i.e. what kind of animal would like to be?)
- Behavior question ( To know the past behavior)
- Different question ( To know your strength or weakness)

## **Workshop**

A workshop is defined as a series of working sessions that can be educational in nature. Groups of people meet over a short period of time to concentrate on a specifically defined area for discussion. The purpose in conducting a workshop can vary; examples of workshops include problem-solving, training and team building. A seminar, also referred to as a conference, is a lecture or presentation that is delivered on a particular topic to a like-minded audience. Seminars for a large audience are generally held in a meeting room.

A workshop is usually conducted over a period of two, three or more days depending on its purpose. In a workshop, the main focus is on interactive exercises which require a longer time to complete. These activities are followed by group discussions, all of which require a lot of time. A seminar normally lasts anywhere from one to three hours. Seminars are lecture-driven and do not require much participant interaction except limited participation during question time.

Workshops are generally held in more informal settings with open space for outdoor activities. Workshops can be held in indoor venues like hotel meeting rooms or outdoor places like galleries. The chosen venue will depend on the number of participants and the kind of activities people will engage in.

## **Conference**

A **conference** is a meeting of people who "confer" about a topic.

- Academic conference, in science and academia, a formal event where researchers present results, workshops, and other activities.
- Business conference, organized to discuss business-related matters
- Conference call, in telecommunications, a "multi-party call"
- Conference hall, room where conferences are held
- News conference, an announcement to the press (print, radio, television) with the expectation of questions, about the announced matter, following.
- Parent-teacher conference, a meeting with a child's teacher to discuss grades and school performance.
- Peace conference, a diplomatic meeting to end conflict.
- Settlement conference, a meeting between the plaintiff and the respondent in lawsuit, wherein they try to settle their dispute without proceeding to trial
- Trade conference, or trade fair, organized like a business conference but with wider participation and providing the opportunity for business people and the general public alike to network and learn more about topics of interest through workshops, viewing whitepaper presentations, and meeting vendors of similar or related services.

**Four conference modes** are supported, which control the speaking privileges for participants (i.e., non-Hosts):

- **Conversation Mode:** All participants are un-muted.
- **Presentation Mode:** All participants are muted. Only Hosts can be heard. (Multiple parties can act as Hosts by entering the Host PIN when joining the conference.)
- **Question & Answer Mode:** All participants are initially muted. Participants can un-mute themselves (by pressing \*6) to comment or ask questions.
- **Private Host Mode:** Hosts can engage in a private sub-conference, placing others on hold.

**Generally we find two types of conference:**

### **Conference**

National

International

National Conference Engineering Colleges are a group of higher-learning institutions dedicated to bringing quality engineering education to college students in India. The National Conference sets the

curriculum for these schools all across the country. This system ensures that all students get a high-quality, standardized education, regardless of location.

## The guidelines for conducting international conferences

The guidelines for conducting international conferences have been liberalized in the year 2000. The procedure to obtain permission for conducting international conferences is given below for convenience of organizers and to facilitate the delegates to obtain 'conference visa'.

### 1. What is International Conference

International Conferences/Seminars/Workshops (herein after referred to as events) are those events where substantive discussions/deliberations/interaction and exchange of thoughts and ideas will take place on a specific subject matter and in which participants from foreign countries will take part.

### 2. What does not constitute an international conference

- a. Meetings organized by any business institution having foreign participants from its sister concern abroad, and solely on the subject matter with the business issues of that business institution.
- b. Sports meets and sports events organized by recognized sports bodies of India where sports-persons of foreign countries will take part.
- c. Events of performing arts such as Drama Festivals, Mussaira, Kavi Sammelan etc. in which groups from foreign countries will take part.
- d. Meet of businessmen/industrialists from India and abroad organized by Indian Chambers of Commerce where trade and business issues will be discussed.

### 3. How to proceed for a clearance

The organizers conceiving an idea of holding an event in India will be required to submit proposal which must contain information like:-

- i. Name of the organizer with complete mailing address.
- ii. Topic/Topics to be covered in the event.
- iii. Venue of the event.
- iv. Date of the event.
- v. Tentative lists of the participating countries and participants with nationality, brief background suiting participation in the event, address, personal and passport details. Proposal should invariably be submitted to the nodal ministry and not to the Ministry of Home Affairs. The nodal Ministry will give clearance to the event. The nodal Ministry will obtain clearance of Home Ministry or other agencies, if necessary within the time frame (8 weeks). For organisers it will be a single window clearance.

### 4. What is nodal/administrative Ministry

The nodal/administrative Ministry means the Ministry of Govt. of India which is dealing/regulating framing rules etc. in respect of subject matter chosen for the event. For example, if an organizer is proposing to hold an event on the topic of 'Adult Non-formal education', then, the nodal/administrative ministry shall be Ministry of HRD, D/o Education. Suppose an organizer proposes to hold an event on topic related to empowerment of women in India then the nodal ministry shall be Ministry of Social Welfare, Deptt. of Women and Child Development etc.

#### 5. Time frame required to be followed

Organizers are required to submit their proposal to administrative/nodal ministry at least 8 weeks before the commencement of the event.

#### 6. Visa to the foreign participants

Once an event is cleared by nodal Ministry, organizers may send invitation to foreigners who wish to participate in the event. Foreigners should invariably be advised to opt for 'conference visa' only. [In the Invitation letter, the organizers should mention the details of clearance accorded by nodal Ministry for conducting the event]. With invitation letter the participants should approach Missions abroad for grant of conference visa.

#### 7. In case of difficulty in getting visa

Some of the participants may face problem in obtaining conference visa. In these cases, organizers should immediately obtain and furnish the following particulars of the foreigners to nodal ministry with specific request for visa:-

- i. Sl.No.
- ii. Name of Participant
- iii. Father's/Husband's Name
- iv. Nationality
- v. Date of Birth
- vi. Place of Birth
- vii. Passport Number
- viii. Date & Place of issue of Passport
- ix. Date of Expiry of Passporte
- x. Address

#### 8. Onus of obtaining clearance for event

Organizers need not request Ministry of External Affairs and Ministry of Home Affairs directly for clearance. On receipt of the proposal from the organizers, nodal/administrative ministry will examine the proposal and if they feel that clearance of MHA and MEA is required the same shall be obtained by them and they inturn grant overall clearance to organizers. Onus of obtaining clearance of MHA & MEA would rest with nodal/administrative ministries and not with the organizer.

## 9. Steps to be taken for smooth clearance of event

Organizers are advised to go through the streamlined channel of submission of proposals for the events and adhere to the time frame (at least 8 weeks ahead of event). If the above procedure is followed, there will not be any difficulty in getting clearance of event in time.

### **Seminar**

The word seminar is derived from the Latin word seminarium, meaning "seed plot".

A seminar is, generally, a form of academic instruction, either at an academic institution or offered by a commercial or professional organization. It has the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, in which everyone present is requested to actively participate. This is often accomplished through an ongoing Socratic dialogue with a seminar leader or instructor, or through a more formal presentation of research. Normally, participants must not be beginners in the field under discussion (at US and Canadian universities, seminar classes are generally reserved for upper-class students, although at UK and Australian universities seminars are often used for all years). The idea behind the seminar system is to familiarize students more extensively with the methodology of their chosen subject and also to allow them to interact with examples of the practical problems that always occur during research work. It is essentially a place where assigned readings are discussed, questions can be raised and debates can be conducted. It is relatively informal, at least compared to the lecture system of academic instruction.

#### Seminar

National

International

#### Conducting a Seminar

Usually conducted in a small room, sometimes a class room, seminars can have five to 30 or more participants, depending on the topic in question. In such a case, large halls tend to be used. The audiences to be invited for a seminar differ depending on the subject. If the seminar is marketing a brand, the target audience would be potential customers. On the other hand, if the seminar is educational and informative-- it can be open to all that are interested.

#### Methods of Conducting a Seminar

The method in which a seminar is conducted has a huge impact on the results. The methods in which seminars can be conducted vary. It can commence with a presentation comprised of discussion as a whole, or it can comprise a presentation followed by separate, small groups, which discuss and work out solutions.

In an educational setting, seminars play a significant role in simulating the thought process. They induce people to exchange new information that would not have been available otherwise. In a marketing setting, the way a consumer views a product can change drastically thanks to the process of discussion through presentations, questioning and answers received. Moreover, cutting-edge technology used to present knowledge from an expert helps gain better understanding of topics.

#### Essentials of an Effective Seminar

When a seminar is conducted at its best, the purpose of the gathering is fully met. It is imperative to keep in mind the essentials of conducting an effective seminar. The main ones are: efficient public speaking, which uses good voice modulation, tone and content; the right presentation method; and rehearsal, which means practicing the way the seminar will be presented by talking in front of a mirror.

#### The Presentation Strategy

Presentation is everything in grabbing the audience's interest. When it comes to the PowerPoint or slideshow, remember to keep it simple. Cluttering a slideshow is a big negative. The first slide should comprise of an attention grabbing question or quote on which the seminar tutor can elaborate or invite debate. Time limits allotted to each aspect of the topic to be discussed ensures that the seminar does not go on a tangent and off-topic. Confidence and listening skills are important to conducting the seminar effectively.

### **Importance of Seminar**

Many of you must have attended a seminar, training or conference. In applying for a job, your resume's "Trainings/Seminars/Conferences Attended" section is one area of focus of most HRD Managers/Officers. This is because trainings, seminars and conferences aim to provide you with supplemental learning which you typically cannot learn inside a classroom.

Here in the Philippines, seminars in education are too many. Too many because my relatives who are teaching in the elementary, high school and college levels attend various seminars initiated by the Department of Education (Dept. Ed) and Commission on Higher Education (CHED) almost every month. Sometimes I feel that the Philippine government is wasting too much money on seminars.

On the other hand, the fields of engineering and electronics are growing with the advent of modern technology. In the different fields of engineering alone, hundreds of seminars are initiated by various engineering organizations. Topics usually range from new methods of construction to new materials for a specific building projects. The same thing is true in the field of electronics because every now and then new inventions and innovations come out and people involved in this field have to keep up with the fast pace of advancements.

Seminars usually update us with the latest trends and issues in a particular field. They also enable us to find new products and services that we might not know exist.

Seminars can also be likened to a social network where participants can network and share what they know with each other. Sometimes, just sometimes, people even find their "soulmates" in seminars because they are by nature social gatherings.

In addition, seminars' importance in further educating target participants is unquestionable. If you have attended a seminar, you should have realized its importance by now especially if you have listened carefully while the keynote speaker was speaking.

























