

A) Verbal Communication :

Human beings are habituated to communication to an extent that it is next to the basic needs only. Humans mainly, communicate through the verbal mode. Communication through words is verbal communication. It is of two types -

(a) Oral and (b) Written communication

(a) Oral Communication :

Communication with the help of 'spoken words' or 'speech' is called oral communication. In our daily life we communicate orally more than the written mode. This communication takes place through speech sounds into different meaningful combinations. The following diagram shows various types/ ways of oral communication.

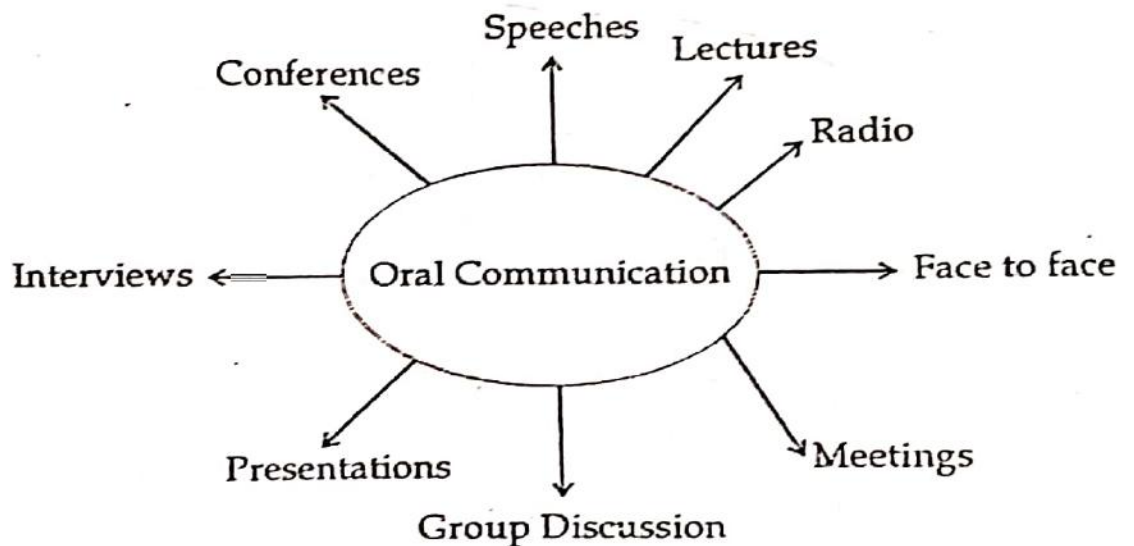


Diagram 1.8 Modes of Oral Communication

The above diagram makes it clear that, interviews, lectures, speeches, meetings, group discussions, presentations, face to face communication, dealing with customers etc. are the examples of oral communication. It is very frequently used mode of communication.

i) The Features of Oral Communication

- It is formal or informal.
- It is spontaneous or planned.
- It can be repeated for number of times.
- Feedback is immediately available.

- It is supported by kinesics mode (gestures, body language, voice modulation etc.).
- It is mainly temporary and to maintain permanent record is difficult (not possible everytime).

ii) Advantages of Oral Communication :

- It is time saving and fast.
- The response or feedback is instantly available.
- The speaker can make necessary changes if needed.
- It is nearly free of cost.
- It can be both - formal and informal.
- It is useful for literate, semi-literate or illiterate audience.
- Useful for personal as well as group communication.
- Eliminates chances of miscommunication or misunderstanding.
- It is useful in emergency situations.
- Mainly used for informal or semi-formal communication.
- It is more flexible

iii) Disadvantages of Oral Communication :

- It creates noise or disturbances.
- It is mainly temporary and to maintain permanent record is difficult or not possible everytime.
- It can not prove effective if listener is not attentive.
- Not useful for communication of lengthy messages.
- It has no legal value hence, has less authenticity.
- The mistakes committed by the encoder may create confusion.
- It has limited use in formal communication.
- It is not useful to communicate with the listener at distance.

(b) Written Communication :

Written communication is also a type of verbal communication.

Communication with alphabets, words, signs, symbols or codes in written, typed or printed form is called 'written communication'. It is mainly useful among the literate community. Communication through written form is more conscious than the oral and non-verbal form. It requires good knowledge of language, ability to write/print,

imaginative power, human memory and some facilities like - stationary, typewriter, computer, printer etc.

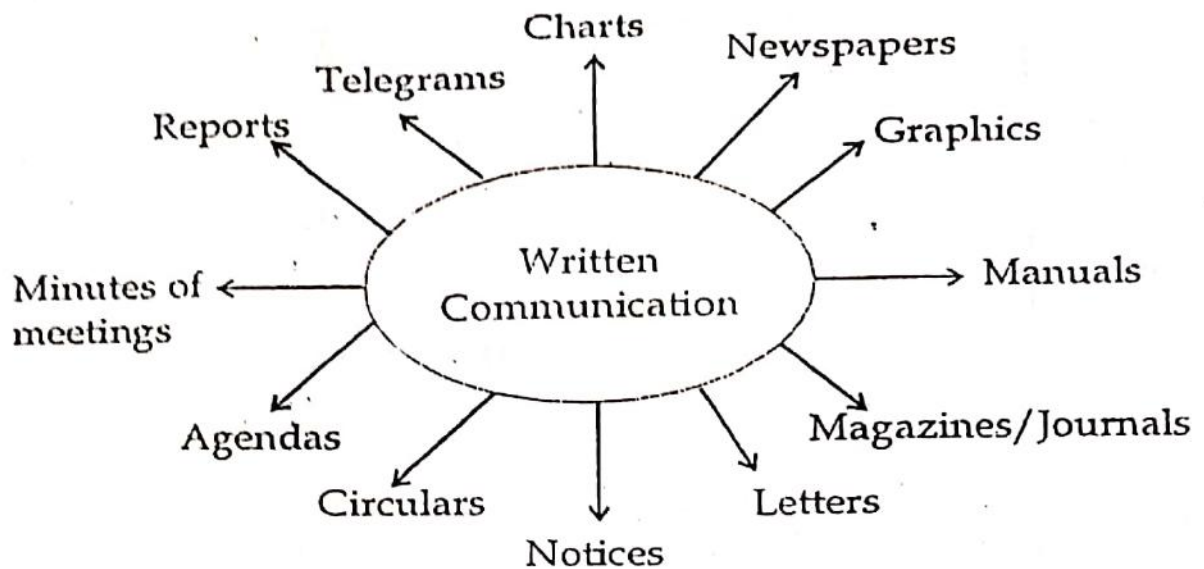


Diagram 1.9 Modes of Written Communication

Letters, notices, circulars, agendas, minutes of meetings, reports, charts, graphs, telegrams, newspapers, magazines, journals, manuals, brochures etc. are the examples of written communication.

i) Features of Written Communication :

- It is a permanent record for future references.
- It is more coherent and logical.
- It consists of well - neat and organized ideas.
- It is precise and clear.
- It uses formal and semi-formal style.
- Information in written form is more authentic, accurate and correct.
- It is useful for communicating to persons at distance or absent at the time of communication.
- It is useful mainly for literate community.

ii) Advantages of Written Communication :

- Becomes a permanent record and useful for future references.
- Consciously and effortfully drafted, hence more accurate.
- It has legal sanctity.

- Reader can repeatedly refer till he/she understands it.
- Reduces the possibility of miscommunication.
- Can be composed/ written in advance.
- Can be edited number of times.
- Can reach one to many (if circulated).
- No distortion is possible.
- Suitable for official and formal purposes.
- Useful in communicating lengthy messages.

iii) Disadvantages of Written Communication

- It is time consuming - in preparing, drafting/ printing the message and getting the response/ feedback.
- Lacks human touch as it is not face to face communication.
- Once delivered can not be modified or corrected.
- It is only useful for literate people.
- It is more formal.
- It is costly when compared with oral communication.

⊗ B) Non-Verbal Communication :

[Communication without spoken or written words is called non-verbal communication.] Non-verbal communication is instinctive, spontaneous and natural hence, less or no conscious efforts are required. Scientific studies have proven that human beings communicate non-verbally more than verbal mode. Sometimes, non-verbal communication is used as supplementary to verbal communication.

Non-verbal communication can be classified into four types -

(a) Visual (b) Audio (c) Body Language (d) Paralanguage

(a) Visual Mode of Non-verbal Communication :

This type of communication takes place through pictures, diagrams, graphs, charts, maps, signs, symbols, colours etc. Visual communication is fast, quick and time saving. The receiver, whether literate or illiterate finds no (less) difficulty in understanding the message. In companies pictures, posters, diagrams are displayed to communicate instructions, suggestions, directions and precautions. For example - The poster of 'no smoking' at public places is a common example of visual communication.

(iv) **Pronunciation** : Pronunciation plays significant role in communication. To be understood properly, the sounds and words uttered should be clear and with proper emphasis. Mispronunciation may create confusion and indicates ignorance and incompetency of the speaker.

(v) **Tone** : Tone communicates attitude of the speaker. Tone can be used consciously or unconsciously. Lowered tone is used for statements and commands where as, slightly raised tone is used for requests. Raised tone communicates doubt.

(vi) **Silence** : The absence of sounds and speech is called silence. Silence does not mean absence of speech but a positive withdrawal. Silence during communication means - 'your turn to reply' or 'disagreement' or 'do not wish to continue.' A pause before or after certain words makes the words stand out from the rest.

► **Advantages of Non-verbal Communication**

- Non-verbal communication adds additional meaning to oral communication.
- It helps to hold and attract the attention of the listener.
- It conveys the implied or unexpressed meaning.
- It is instinctive hence needs less efforts.
- Even literate and illiterate use it.

► **Disadvantages of Non-verbal Communication :**

- Non-verbal communication has limited scope for communication.
- It is used for specific purpose.
- Lengthy messages cannot be communicated.
- It is only complementary to oral communication.
- It may create some misunderstandings if it not properly understood.

C) Technology enabled Communication :

The 21st century is the world of tele-communication. With the help of technology enabled communication humans are able to communicate with the receiver at far distance, with fast speed and in minimum or no time. The technology enabled communication has

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In-order to become a well-rounded communicator one needs to be proficient in each of the four language skills. These four skills give learners opportunities to create contexts in which to use the language for exchange of real information, evidence of their own ability (proof of learning) and, most important, confidence. Listening and reading are the receptive skills because learners do not need to produce language, they receive and understand it. These skills are sometimes known as passive skills. The productive skills are speaking and writing because learners are applying these skills in a need to produce language. They are also known as active skills.

Listening

Listening is a receptive language skill which learners usually find the most difficult. This often is because they feel under unnecessary pressure to understand every word. The listener has to get oriented to the listening portion and be all ears. The listener is also required to be attentive. Anticipation is a skill to be nurtured in Listening. In everyday life, the situation, the speaker, and visual clues all help us to decode oral messages. In due course of listening, be in a lookout for the sign post words. Thirdly one should be able to concentrate on understanding the message thoroughly. Listening Skills could be enhanced by focusing on making the students listen to the sounds of that particular language. This would help them with the right pronunciation of words. To equip students with training in listening, one can think about comprehending speeches of people of different backgrounds and regions. This intensive listening will ultimately help a student to understand more on the accents to be used and the exact pronunciation of words.

Speaking

Language is a tool for communication. We communicate with others, to express our ideas, and to know others' ideas as well. We must take into account that the level of language input (listening) must be higher than the level of language production. In primary schools elocution and recitation are main sources to master the sounds, rhythms, and intonation of the English language through simple reproduction. The manifestations of the language in games and pair work activities are encouraging source to learn to speak the language. This assists the learners to begin to manipulate the language by presenting them with a certain amount of choice, albeit within a fairly controlled situation. This skill could be improved by understanding para-linguistic attributes such as voice quality, volume and tone, voice modulation, articulation, pronunciation etc. This could also be further enhanced with the help of debates and discussions.

Reading

Reading is a learning skill. It helps you improve all parts of the English language – vocabulary, spelling, grammar, and writing. It helps to develop language intuition in the corrected form. Then the brain imitates them, producing similar sentences to express the desired meaning. Using skimming or scanning technique to read quickly is highly effective. While reading underlining of key words is a must. Reading Skills help the students grasp the content and draw conclusions. The students should also make it a point to familiarize

themselves with the jargons and new words by making reading a habit be it reading newspapers, articles, books, magazines etc

Writing

Writing provides a learner with physical evidence of his achievements and he can measure his improvement. It helps to consolidate their grasp of vocabulary and structure, and complements the other language skills. It helps to understand the text and write compositions. It can foster the learner's ability to summarize and to use the language freely. To write flawless language one should excel in the Writing Skills with the help of various methods. Importance should be given to composition and creative writing. One should also focus on coherence and cohesiveness when it comes to writing a language.

With these four skills addressed equally while learning English, the learners can be assured of having good communication skills, a great necessity in today's competitive world.

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increasingly been using Internet and other digital modes for better and fast learning. E-learning has made the learning process global.

b. E-mail (Electronic mail)

E-mail is the most preferred computer and Internet based application used worldwide. It is simple, fastest method of exchanging digital message to person(s) or group(s). In the early period of e-mail both author and recipient needed to be online at the time of communication. Today's email system does not need so. Through e-mail one can send letters, applications, messages, so on. Text, images, photo, pictures, videos, power point presentations, spread sheets, etc. can be attached with e-mails. There are certain essentialities to operate email (apart from technical devices).

► E-mail address (E-mail account)

Like our ordinary mail address (account) sender(s) and receiver(s) must have e-mail address(es). E-mail address (account) can be created/ generated on particular website, which provides that facility. There are websites like: www.yahoo.com www.gmail.com www.rediffmail.com www.hotmail.com or in most of the cases companies/institutes have their own websites. For example North Maharashtra University has its own website and the Registrar of the university has e-mail address as: registrar@nmu.ac.in. In short, one has to create the e-mail ID on the websites which provides e-mail account facility. To create e-mail ID one needs username, which is unique on that website. Username may be name/surname or words which indicate individual identity. It may be alpha-numeric or containing special character(s). After username there is at sign which is marked by special character @. Before the @ sign there is a username and after the @ sign there is a domain name. Domain name is generally the name of the e-mail service provider website, which includes

domain code. Domain code are generally indicators, which indicate the website is related with business, education, government etc.

Example of the e-mail ID:

patil_sanjaykumar@yahoo.com

In above e-mail address:

- *patil_sanjaykumar* is the username.
- *yahoo* is the domain name
- *.com* is domain code.
- The domain code *.com* indicates commerce, *.gov* indicates government, *.org* indicates organisation, *.ac* indicates academic institutes, *.in* indicates India etc.

Few examples of e-mail addresses:

- patilhemantkumard@vahoo.co.in
- editor@loksatta.com
- vc@nmu.ac.in
- principal@jainindcollege.org
- jitendra1982@gmail.com

► Parts of e-mail:

Generally an e-mail has header, message and signature. They are discussed as follows:

- Header:** Header comes first in the e-mail, it contains *From, Date, To, Subject, Bcc, CC, Attachment*
 - **From:** It contains the e-mail address of the sender and optionally the name of the author(s) (as sender's address in letter)
 - **Date:** It indicates time and date when message was written.
 - **To:** The e-mail address(es) of the e-mail recipient(s). It indicates primary recipient(s) (as receiver's address in letter).
 - **Bcc (Blind Carbon Copy):** E-mail address(es), a copy for information but invisible to other recipient(s).

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letters is as: *Dear Mr./Mrs.....* (surname/last name of the person), and not as: *Dear Suresh*. In the same way, the complimentary close as: *Yours faithfully, Yours sincerely*, but not as: *Yours, Your loving*.

B) **Semi formal** : Semi formal is less used style. It is used in personal and social or goodwill letters. Semi formal letters show less intimacy in relations than informal letters. Generally, salutation in such letters is as: *My friend Ramsh*.

C) **Informal** : Personal letters, also called social letters, are informal in style. Personal letters are friendly, private, natural and conversational, full of emotions hence are informal. Salutations in informal letters are as: *Dear father, Dear Ram* etc. and complimentary close as: *Your son, Yours, Your love*.

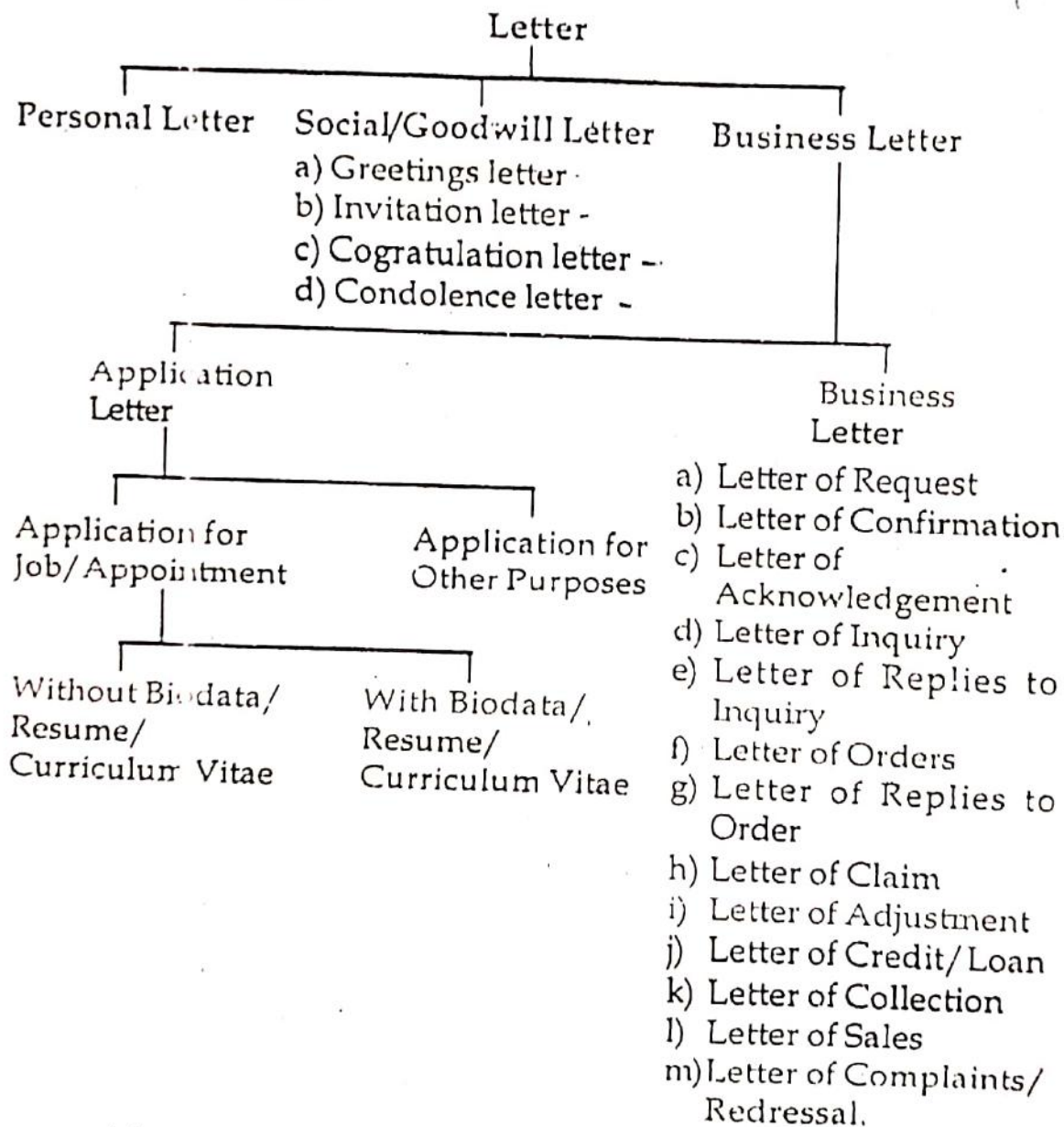
3.1.2 Essentials of Letter Writing :

- One must have good writing skill.
- Knowledge of language and structure is essential.
- The formats, layouts of the letter should suit the need, purpose and type of the letter.
- Follow one format or style throughout the letter.
- The letter should be to the point.
- It should convey the message precisely and clearly.
- The organic structure of the letter is must.
- The address of the sender should be written at proper place and in proper manner.
- The complimentary close should be according to the type of letter.
- The age, designation and relations with the addressee should be considered.
- The tone and style should be appropriate.
- The punctuation marks should add to the meaning.
- Mistakes of spellings and vocabulary should be avoided.
- Make a new paragraph for conveying an idea.

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- Unnecessary repetition should be avoided.
 - Avoid the use of register, jargon, non-standard language.
 - The reference to the previous correspondence (if any) should be mentioned.

3.1.3 Types of Letters

A) Personal Letter:



A letter written to mother/father about hostel or college life, a letter to friend describing holidays, plan for vacations etc. are examples of personal letters. Personal letters, generally, deal with personal matters, and are written in conversational or chatty tone. They are mostly informal in style.

Unit 3

Written Communication

3.1 Letters

3.1.1 Styles of Letter Writing

3.1.2 Essentials of Letter Writing

3.1.3 Types of Letters

A) Personal Letter B) Social/Goodwill Letter

C) Business Letter - (a) Business Letter (b) Application Letter

3.2 Meetings

3.2.1 Notice and Agenda

3.2.2 Minutes of Meeting

3.2.3 Notice

3.3 Report Writing

3.3.1 Report of an Event or Experience

3.3.2 Survey or Investigation Report

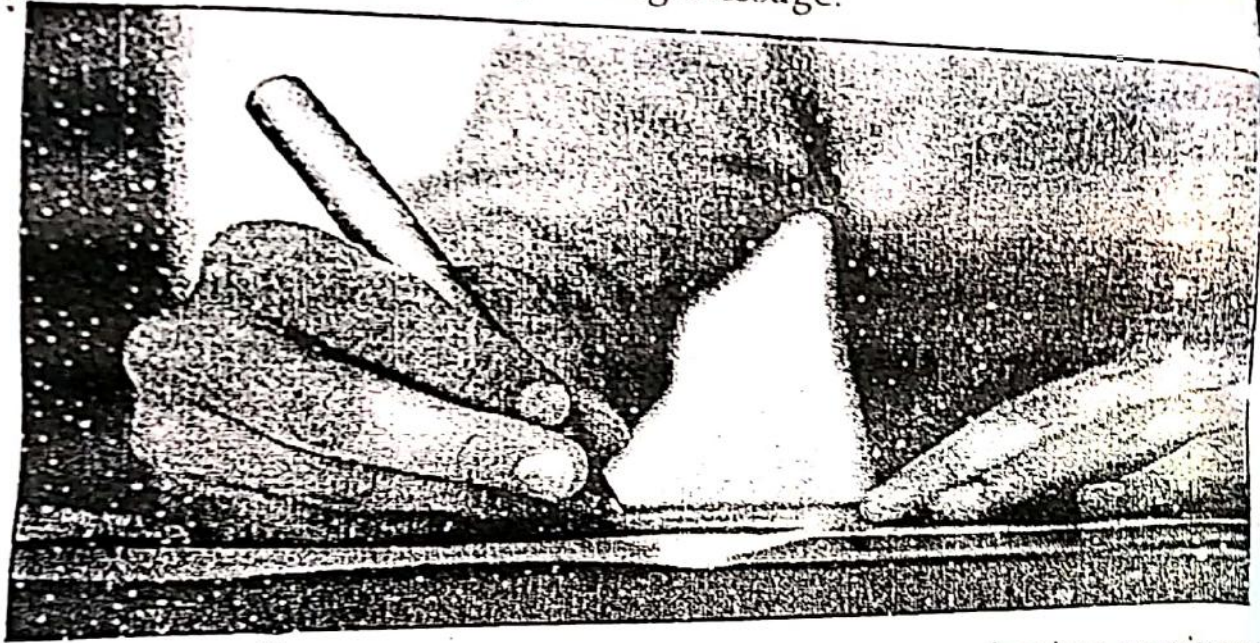
3.3.3 Reporting, Experiment or Scientific Report

3.3.4 Project Report

3.3.5 Online Report

Paintings and pictures of the Stone Age Man are supposed to be the beginning of the written form in the world. From the Stone Age to the present world, written mode for communication is being used along with other modes of communication. Alphabets, signs, symbols and pictures are used for written communication. Written communication may be handwritten with pen or pencil, typed on the typewriter, printed on printing machine. In written communication a sender of the message, a writer, encodes the message in written form with the signs and symbols of that language, on the other end the receiver of the message, a reader, decodes the message. To decode the message properly the receiver/reader must have knowledge of signs and symbols of the language in which the sender or writer has encoded it. Written communication is permanent, so one must be careful while using.

written communication. Written communication should be clear, purposeful and essentially in correct words. Punctuations play a significant role in written communication. The improper use of punctuations may convey wrong message.



There are various types of written communication as given below: Letters, Reports, Articles, Applications, Memos, Agenda, Minutes of meetings, Advertisements, Notices, News etc.

3.1 Letters

From ancient times written letters are used for communication all over the world. Historical letters reveal the facts of the past. In this world of technology, written communication is as important as it was in the past. There are different types of letters according to the uses and purposes.

3.1.1 Styles Of Letter Writing :

Generally, letters are written in three styles: formal, semiformal, and informal.

- A) Formal: Formal letters are without emotions; they are factual and show no intimacy. Generally, all office and business letters are in formal style. Formal letters are written in a conventional form for specific readers and to fulfil specific needs. The salutation in such

HOLDING PRESS CONFERENCE

A press conference is a voluntary presentation of information to the media. In a press conference, you decide what information is presented, how it is presented and who presents it. It is an opportunity to get your story on TV, radio or in the paper. To hold a press conference, you contact the media, pick a time and a place, make a presentation and respond to reporters' questions.

PREPARING FOR A PRESS CONFERENCE

Before you plan a press conference you should be very clear about your goals. This will help you do a better job of planning the press conference. Some good reasons for holding a press conference:

- To get publicity about your efforts and problems
- ➤ To get widespread media coverage
- ➤ To send a message to a decision maker about what you want
- To get more people involved in your organization
- To develop the skills of your members
- To show the strength of your group

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PLANNING A PRESS CONFERENCE

- **Invite the media.** Send a press conference advisory to appropriate local media outlets at least a week before the press conference. Follow up with a phone call two days before the press conference to make sure everyone