

Unit V LISTENING SKILL

Hearing

Hearing is the ability to perceive sound by detecting vibrations through our ear. It is one of the traditional five senses.. It is something that happens when the sound hits your eardrum and its converted to signals which the auditory nerves send to the brain and the brain interprets them as sounds. Hearing occurs with or without your consent . When you merely hear someone's words but are not listening to what's being said, it can lead to misunderstandings, missed opportunities and resentments. Thus, according to *Brownell*, hearing **is** a physiological process, which involves three interconnected stages: reception of sound waves, perception of sound in the brain, and auditory association.

Listening

Johnson : *Listening is the ability to understand and respond effectively to oral communication .”*

Michael Purdy : *Listening is the active and dynamic process of attending, perceiving, interpreting ,remembering ,and responding to the expressed (verbal and non-verbal)needs concerns, and information offered by other human beings.*

The International Listening Association defines listening as :

The process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages .

The first communication skill we engage the moment we are born is listening. Listening is a skill, where you interpret the sounds signals into a message which then can be acted upon or reacted to (such as giving an answer, or taking some action as responding to a command). Listening requires your brain to work out every bit of sounds to form words or sentences that you can understand. In other words, it is a physical and psychological process that involves choosing to listen, understanding, and responding to symbolic messages from others.

Difference between Hearing and Listening :

Hearing	Listening
<ol style="list-style-type: none"> 1. In Hearing, all the sounds created by living and non-living things fall on our eardrum and are perceived . 2. It is a natural or physiological process . 3. Here, the listener plays a passive role. 4. It is involuntary action . 5. It is a one –way process. 6. Improper hearing may lead to misunderstanding, conflicts, hatred and even loss of opportunities. 	<ol style="list-style-type: none"> 1. In Listening ,the sound signals are converted into meaningful messages. 2. It is of higher cognitive process that is it requires mental ability. 3. Here, the listener plays an active role. 4. It is voluntary action. 5. It is an interactive process. 6. But effective listening leads to better understanding , trust , harmony and gaining opportunities.

Importance of Listening

The better you listen, the luckier you will get.

- **Kevin Murphy**

Listening is the most effective tool in any kind of interaction ,either at home ,with friends, in school ,in college or at work .An assigned task cannot be carried out successfully unless the instructions are listened carefully . It can be explained as follows :-

1. Listening for Information : It is also called comprehensive listening which means when one listens to receive information and to acquire an answer to a question. In this case, one is concerned for the news of current interest etc. One can come to know the views of others which increases his knowledge.
2. Gaining new ideas and suggestions: Listen carefully and get an idea of the speaker's perspective. Try to understand the framework and point of view. By listening carefully, without overdue emphasis on evaluating, you learn new details, gain new ideas, develop new insight and suggestions.
3. Listening to be Emphatic or Supportive : When one is in trouble , he needs someone to listen to him. Then, he can express himself and can solve his problems. In such situations , the listener provides a climate of trust and support.
4. Listening to Evaluate Critically : Critical listening includes the evaluation of expertness and trustworthiness of others. One can do it by judging the quality of other person's evidence,

support and reasoning while delivering the message, It may also include analyzing the needs and motivations aroused in oneself. One can judge the message on the basis of facts and information rather than emotions or falsehoods through patience and assessing the speaker's thinking and reasoning.

5. Listening for Enjoyment : It can increase one's enjoyment of life and enlarge one's experiences. By appreciative listening, one adds to his interpersonal interactions.

6. Building of Trust : Proper listening assures that the listener is sincere and can be trusted. This leads to free communication and increased interpersonal influence.

7. Without Listening there is no Learning: One's mind and heart are more receptive for learning new ideas and opinions , if one pays a little more attention to one's listening habits. In learning organizations , the employees and executives are supposed not only to learn new things, but also to learn how to learn at increasing rate, in which listening plays a very important role.

Process of Listening

(First ,write a brief Introduction to Listening)

There are six steps of the Listening process which are Hearing, Attending, Comprehending, Retaining, Evaluating, and Responding.

1. HEARING - It refers to the response caused by sound waves stimulating the sensory receptors of the ear; it is physical response; hearing is perception of sound waves; you must hear to listen, but you need not listen to hear that is perception necessary for listening depends on attention.

2. ATTENTION- Human listening is often ineffective—or does not occur—for similar reasons. Receiving occurs, but attending does not. At any given time, numerous messages compete for our attention. The stimuli may be external, such as words spoken by a lecturer or printed on paper, or events occurring around us. Or the stimuli may be internal, such as a deadline we must meet tomorrow, a backache we developed by sitting too long at the computer, or the hunger pangs we experience because we didn't take time to eat lunch. Whatever the source of the stimuli, we simply can't focus on all of them at the same time. We therefore must choose, whether consciously or unconsciously, to attend to some stimuli and reject others.

3. UNDERSTANDING - To understand symbols we have seen and heard, we must analyze the meaning of the stimuli we have perceived; symbolic stimuli are not only words but also sounds like applause... and sights like blue uniform...that have symbolic meanings as well; the meanings attached to these symbols are a function of our past associations and of the context in which the

symbols occur; for successful interpersonal communication, the listener must understand the intended meaning and the context assumed by the sender.

4. REMEMBERING- It is important listening process because it means that an individual has not only received and interpreted a message but has also added it to the mind's storage bank; but just as our attention is selective, so too is our memory- what is remembered may be quite different from what was originally seen or heard.

5. EVALUATING - It is a stage in which active listeners participate; it is at these point that the active listener weighs evidence, sorts fact from opinion, and determines the presence or absence of bias or prejudice in a message; the effective listener makes sure that he or she doesn't begin this activity too soon ; beginning this stage of the process before a message is completed requires that we no longer hear and attend to the incoming message-as a result, the listening process ceases.

6. RESPONDING- this stage requires that the receiver complete the process through verbal and/or nonverbal feedback; because the speaker has no other way to determine if a message has been received, this stage becomes the only overt means by which the sender may determine the degree of success in transmitting the message.

Characteristics of Good Listening Skills

Attentiveness

Communication without attentiveness is like a buffet without food. Failure to provide a speaker with eye contact can inspire uneasiness and distrust, depriving a speaker of the satisfaction of knowing that his message is being received. Roaming eyes are often representative of feelings of distraction. Thus, an attentive speaker is sure to concentrate as he listens to a speaker, overcoming distractions and even going so far as to forgive a speaker's poor communication skills. Simply by paying attention, a listener can build an unspoken rapport with a speaker.

Paraphrasing

Listening not only involves silence, but it also involves evaluation. Most speakers want to gather input from their listeners rather than simply force their listeners to listen to a lengthy monologue. Whether a speaker is delivering a presentation in front of an audience or addressing a single listener, the speaker is likely to invite listeners to ask questions or to otherwise respond to what he is saying. One way to demonstrate strong listening skills is to paraphrase, or to loosely summarize, what he has already said. For example, a good listener might say, "So, if I am hearing you correctly, you have just said that you believe that a portion of telecommunication energy costs should be subsidized via government grants?" Such a question simultaneously urges a speaker to clarify his comments as well as permitting him to know that these comments have been heard.

Empathy

Speaking is an activity that often involves emotion. If a speaker feels criticized by a listener, he is likely to express a degree of inhibition as he speaks. The job of a good listener is to permit speakers to become slightly uninhibited during the communication process. By identifying with a speaker, a listener is able to empathize with him. Such a listening skill requires flexibility because not all speakers are easy for a listener to identify with. However, by expressing empathy while listening to a speaker, a listener encourages a speaker to be more candid as he speaks.

Patience

Listeners should allow speakers to express themselves completely before attempting to interject comments or questions regarding what the speaker is saying. Most speakers do not enjoy being interrupted just so that listeners can try to finish their thoughts. Unless you are engaged in a debate, interrupting a speaker is likely to be interpreted as a sign of rudeness. Thus, good listening requires patience and a willingness to release control of a conversation, assigning as much value to a speaker's idea as you may desire to assign to your own ideas.

Generosity

Listening is a neglected art form, largely because we are often ready to take offense to the things that we say to each other. Thus, being a good listener requires one to refrain from judging a speaker. A listener should be more willing to pay attention to a speaker's content than his style. For example, if the speaker makes use of complicated jargon, a listener should make a generous effort to understand the speaker despite of the jargon. If necessary, the listener should also seek an opportunity to ask questions for clarification purposes, rather than to assume a posture of false understanding.

Types of Listening

1. Active Listening: Active listening is listening without passing judgement but reflecting back what has been said to indicate that the feelings of the speaker have been understood. In active listening the listener fully concentrates on what a speaker is saying. In this kind of listening the listener tries to encourage the speaker to express himself. Thus the listener has to put as much effort as the speaker. He provides feedback to the speaker and voices his opinion. It is the most effective type of listening.

As **Winston Churchill** says

*Courage is what it takes to stand up and speak;
courage is also what it takes to sit down and listen.*

2. Selective Listening : Listening is done only partly or selectively. It means not taking the message as it is, but selecting the desired part and neglecting the undesired part of the speaker's message. This kind of listening leads to strengthen one's own belief and restrains further learning. The attention of the listener is not focused and the listener keeps switching on and off.

Joseph Doohar ,says that *Listening is the most neglected skill of communication . Half listening is like racing your engine with gears in neutral . Half listening is no listening.*

3. Passive Listening : Passive listening is more of hearing than actually listening. The listener superficially hears the words but does not understand in depth what is being said. He concentrates on the word content of the message rather than the emotions related to the message. A Passive listener does not involve much in the activity and remains inactive. It takes place when one listens to radio, watches T.V and neglects to respond to the speaker.

4. Evaluative Listening : It is also known as Critical listening. It consists of comprehending the message but also evaluating and analyzing the message being received. It also emphasizes on speaker's intentions and motives, omission of important details. It involves interaction as one tries to uncover the speaker's point of view.

5. Pretending Listening : The Listener pretends to be listening to the speaker's speech through facial expressions but actually he is not trying to understand it to respond back. It is observed mostly in boring class rooms or in meetings. The listener just hears the message and afterwards, ignores it.

6. Empathic Listening : It involves listening not only through ears but also through eyes and heart. It involves physical, emotional and intellectual inputs in search of the meaning and the understanding. It means responding to the person fully both emotionally and intellectually (intelligently). The primary goal of empathic listening is to understand the other person.

7. Intuitive Listening : It is a higher form of listening. It means listening through the intuitive mind by silencing the other forms of internal dialogues going on simultaneously. It happens when one is listening to the speaker and is having some internal dialogue in his mind which adversely affects the impact of the message. So, his mind should be free of such internal dialogues.

8. Direct Listening : When the listener comes in face-to-face contact with the speaker to listen to him, it is called direct listening.

9. Interactive Listening : This kind of listening is based on speaker and the listener's interaction in which they exchange their ideas. A sort of bonhomie takes place between them and

they are found to be avid to know more and more about each other. This kind of listening is done by us in our day to day interactions with different kind of people that we come across.

10. **Content Listening** : The objective of content listening is to understand and remember information imparted by the speaker. The listener tries to identify the main points of the speech and thus one has to concentrate on previews, summaries and enumerated points of the speaker. The listener can take note of all the important points.

Barriers (or Blocks) to Effective Listening

Listening is hard work as it involves energy to concentrate on the spoken messages . It requires interpretation of what has been said and evaluate on what has been understood. But most of us are not able to concentrate efficiently due to many external as well as internal barriers which are as follows :

1.Impatience: Lack of patience to listen is the commonest barrier to listening. We often have no patience until another has finished speaking . This desire to talk indicates lack of maturity and an inability to listen to others. Listen patiently to what the speaker has to say, even though you may believe it is wrong or irrelevant.

2.External disruptions : If there is interruption or noise in the environment , it makes hearing difficult and distracts the attention of the listener . If noise cannot be avoided, seek the speaker's co-operation in overcoming this problem.

3.Being self-centred : Some persons are self-centred and like to keep on talking about themselves rather than share a conversation with others. They listen selectively; only to what interests them and ignore everything else. Thus the speaker feels irritated and would stop conversation.

4.Pre-judgments about the speaker : When the listener makes pre-judgments about the speaker before listening to him it becomes a barrier to listening. It might be due to personal dislike for that person or due preconceived notion about that particular person's working strategies .We should listen carefully to what the speaker intends to say ,may be some new information's will be benefitted from that speech .Thus ,one should not pre-judge about the speaker .

5.Inconvenient Environment : When speaker does not provide to his listener a cozy and a comfortable environment like proper seating arrangement, well lit rooms, suitable according to the principles of acoustics, conducive room temperature etc. listening cannot be effective. At the same time if he does not speak with an air of friendliness recognizing the presence of the listener, his viewpoint will fall flat on deaf ears. Non-establishment of physical as well as environmental rapport results in creating external barriers.

6.Lack of Attentiveness : The listener may not be paying attention to what the speaker says because of his habits, like day-dreaming, which results in poor listening.

7.Semantic language barrier : These barrier are those which hamper the listening process due to the inability of the listener to understand , interpret and evaluate the spoken matter. Sometimes the language of the speaker is not easily understood by the listener due to his different accent or pronunciation which adversely affects effective listening.

8.Hearing problem : If the listener is having some kind of hearing problem , it will lead to ineffective listening.

9.Excessive Note-taking : Trying to take down extensive notes surely disturbs your listening and often the points are missed . Cultivate the art of taking notes and limit it to writing down the general ideas.

10.Cultural Differences : Cultural differences between the speaker and the listener in the form of accent, cultural background, different countries etc. can create problems in listening. For example the resident of two countries speak common language but their accent is different. This creates problem for listening to the people of other culture.

11.Speaker's Body language : If a listener pays attention to the speaker's Body language (like gesture of the speech), voice, appearance , accent (like pronunciation) etc., he would not be able to concentrate on what the speaker is saying, which leads to poor listening.

12.Poor health : Poor state of health reduces listening efficiency. The poor state of general health makes a person impatient, inattentive and unable to concentrate; it impairs listening ability. It is important to take care of your health at all times.

13.Perceptual selectivity : When the listener listens to only that part of the speech, which he feels to be interesting , it is called perceptual selectivity . It is also one of the causes of ineffective listening .

14.Flawed symbols : A speaker's defective use of symbols, signs and gestures can create a number of problems in listening because they convey meaning only when they are presented in the right perspective and received by the listener alike.

15. Lengthy speeches: If the message to be conveyed by the speaker is lengthy, the listener may lose interest in it which will adversely affect in effective listening.

16. Lack of awareness: If the listener is not aware of the topic or subject to be discussed by the speaker, it may not create his interest in the message. This leads to poor listening. If he has also no knowledge of the importance of listening, he will not listen to properly, Even he will not be able to convince his subordinates for the same.

17. Presentation style of the speaker: The way of presentation should attract the attention of the listener for better presentation the speaker should make use of transparencies, overhead projector, tables etc. So ineffective presentation becomes the barrier to listening.

18. Egotism: The kind of attitude of the speaker that “*I am always right*”, can irritate the listener and he may no more be interested in listening to him.

Levels of Listening

There are three levels of listening namely, i) Marginal ii) Evaluative iii) Projective

- i) **Marginal Listening :** If the pace of the speaking of the speaker is slow the listener does a marginal listening which implies that the listener’s mind may get diverted which further lead to a lack of understanding and even an insult shown to the speaker .Sometimes ,when we are speaking to someone ,we realize that the mind of the person listening to us is away from what we are speaking . The speaker may be hearing the words spoken but the words hardly communicate any sense.
- ii) **Evaluative Listening:** This occurs when a listener gets some free time to evaluate the speaker’s message during the oral communication .When the sender transmits the message to the receiver .The message is not received and thus the communication ceases. Instead of one idea being transmitted and held by two people, two ideas develop, neither of which is really communicated. If the listener gets too much time to disapprove or approve of what is being said , the receiver hardly gets time to understand it completely.
- iii) **Projective Listening :** This listening provides the listener with the greatest potential for effective communication to utilize their time fully . Listeners with an empathetic gesture attempt to project themselves into the positions of the speaker and understand what is implied in the speaker’s viewpoint . Such kind of listening is called projective listening .

Guidelines /Measures for effective listening (How to improve listening skill)

Listening Skill is one of the many skills which people use in interacting with each other. Listening is half of oral communication and it is a skill that needs to be practiced . Effective listening produces harmony , resolves conflicts , promotes , mutual understanding and public relations. It requires comprehension appreciation and evaluation. For improving listening skill, we should practice certain principles which are as follows:

1. **Stop conversing** – Before listening to the speaker, we must stop conversing. No one should talk when a speaker is giving a speech because talking diverts the attention of the listener due to which the listener skips the important points of the speech.
2. **Put the speaker at Ease-** Create a positive atmosphere by making the speaker feel that he/she is free to speak. Do not label the speaker as boring or uninteresting .
3. **Show him that you want to listen-** Look and act interested. Listen to understand rather than to reply. The speaker needs some indications that you are actually listening. This can be done by nodding the head, by saying “I see”, “Hum”, by making eye-contact.
4. **Empathize with a talker** - Empathy refers to placing oneself in the shoes of the speaker . If one place himself in the speaker’s position and comprehend from the talker’s point of view then one encourages the talker to speak openly and honestly.
5. **Listen “between the lines”** – Think of what is not being said as well as what is being said ,listen for intended meanings as well as for expressed ideas.
6. **Control your temper** : Anger is the worst enemy of communication as it builds walls between the listener and the speaker . An Angry person interprets words wrongly. Therefore, one should control their temper in order to understand the speaker’s message.
7. **Do not focus on Appearance** : The listener should not pay much attention to the appearance and the manner of delivering the speech of the speaker . Instead he should pay attention to what the speaker intends to convey so as to draw out conclusion from the speech.
8. **Ask Questions** : By frequently asking questions to the speaker , the listener reveals an open mind . It assures and encourages the speaker and shows that his audience are listening . It helps to develop points further, besides providing clarifications and ensuring understanding .
9. **Take notes** : He should take notes of the points ,wherever necessary. He can prepare a list of questions which he wants to ask from the speaker . This is possible only if he listens to the speaker carefully and attentively.
10. **Be Patient** : Allow the speaker to speak freely .Be patient and do not interrupt in between the talks .Do not become over-excited , irritated or excited too soon and do provide sufficient time to the speaker for clarifying his points .Thus remain calm and patient.

Principle of a Good Listener :-

1. A good listener listens for ideas and themes and identifies the main points of the communicator (speaker).
2. Responds frequently with nods, etc., shows active body state, works at listening.
3. Uses listening time to summaries and anticipate the message, attends to implicit (unspoken) messages as well as explicit message.
4. Asks for clarifying information or examples, uses reflecting phrases, helps to rephrase the idea.
5. A good listener resists any kind of distractions and can concentrate on the speech for longer span.

About a Bad Listener :-

1. A bad listener searches for facts and details in the speaker's speech.
2. A Bad listener remains passive or responds less and shows little energy output.
3. The mind of a bad listener is more preoccupied with other thoughts
4. Interrupts in between the speech and makes distracting comments.
5. A bad listener is easily distracted and has less concentration span.

Advantages of Good Listening

The fact that so few people are good listeners means that people who *do* possess this rare skill set have some advantages which are as follows :

- a. Respect : When you listen with full attention, you are communicating respect. By offering speakers respect, you gain theirs.
- b. Information : Attentive listening helps you learn more about other people. Knowing more about people is helpful in your professional life as well as personal life. Imagine the benefits when you understand your boss, colleagues, customers, spouse, friends, and family members better.
- c. Increased Likability : Even people who aren't shameless narcissists crave attention. People like people who listen. You may also find that as you listen to people more, *you* like *them* more.
- d. Better Relationships : Listening creates a feeling of goodwill in intimate and professional relationships. Improve your relationships by listening non-judgmentally to the concerns and problems of others. The more you listen without judgment, the more freedom speakers have to find their own solutions to problems.

- e. Greater Clarity : Careful listening helps you avoid some of the confusion, misunderstandings and conflicts that are common in conversations. Careful listening offers an opportunity to circumvent the usual arguments and conversation traps

TELEPHONE CONVERSATION

In face to face communication the listener gets both verbal and non-verbal signifiers to decode so as to receive the intended message but in telephonic communication. neither the receiver nor the sender gets any quick clues to encode or decode the message thus, the listener has to believe the speaker's voice and his own ears.

The two essential elements of telephonic conversation are *listening* and *speaking* (include only verbal means)

Listening : While conversing on telephones one cannot lose one's concentration while listening which requires great efforts. We may miss an important portion of the speaker's message, we lose alertness .We may get down important points of the message on telephone paid so as to and any kind of distraction and further wastes time.

Speaking (only with verbal means)

On a telephonic conversation, we lack visual contact , thus speaking includes only verbal tools like, stress, making different kinds of conventional sounds etc.

Stages – A telephonic conversation continues through three stages.

- 1) Preparation for the call
- 2) Controlling for the call
- 3) Follow up

1) Preparation for the call : The role of a receiver and a caller in a business communication requires adequate background knowledge of the organization the caller or receiver represents , an up-to-date knowledge of its activities , the knowledge of our section or the department ,our products and services and the information regarding our clients . Thus , we should be well prepared with a pen ,writing pad telephone directory ,queries list , schedule for the day etc. before making a call or for receiving a call.

2) Controlling the call : Controlling the call refers from the start of lifting the receiver to concluding the call. The following are some of the etiquettes of controlling the call:

- i) Lift the receiver before three bells.
- ii) Greet the person on the other end of the call , proving your designation ,department or organization.
- iii) Use caller's name in between the conversation so as to sound friendly and helpful.
- iv) Try to avoid the caller waiting ,holding or hanging on to the receiver .
- v) Avoid holding two conversations simultaneously .

- vi) Avoid external interruptions and concentrate on the caller or receiver.
- vii) Jot down important points ,phone numbers ,names etc.
- viii) Should be acquainted with the telephone system .
- ix) While transferring the call , information must be provided about the identity and purpose of the caller.

3.Follow Up : The final stage of a telephonic communication deals with the essential follow-up with regard to the promises made. If we say that we would call the person back soon with the necessary information ,we should do it. If any message has been jotted down from the caller ,it should reach the person concerned .If the person concerned has to reply to the caller we should also find out whether that person has called back or not . We should reassure the waiting caller for some information that it will be passed on to him or her soon.

Skill for Making a Call

1. We must identify the purpose for which we are making a call
2. We must clear our mind thoroughly of unnecessary and untimely thoughts.
3. We must find out whether we have reached the right person dialing the right number.
4. We must identify ourselves and the organization we represent.
5. We must greet the person whom we have called.
6. We must have a note prepared on the subject or queries we want to cover or clarify during our conversation . We should make effective questions to avoid the loss of time.
7. We should make sure that nothing is missed. For this we should devise short sentences and a telegraphic language.
8. We should remember the time constraint while making a call
9. We should know the time of the day on the other side if we are calling.
10. We should also know when we are calling . Is that the right time to call? Is that the right time to get the right response ? We should know whether the person on other side is busy or tired and exhausted.
11. We should speak distinctly on phone. The words or expressions we use should have clarity. There should not be any ambiguous or confusion expressions in our conversation.
12. We Should never sound hurried, impatient or panicky.
13. We should listen attentively to the response of the receiver.
14. We should know how to decode various means the receiver makes use of while encoding his or her response.
15. We should know how to modulate our voice.
16. We should be courteous in all circumstances.
17. We should reflect a cheerful and friendly tone.

18. We should make verbal nods while listening.
19. We should be tactful.
20. We should not shout or get too close to the receiver.
21. We should not forget to say "Thank you" to the receiver at the end of conversation.

Skill for Receiving a Call

1. We should not delay lifting the receiver.
2. We should keep a jot pad and pencil handy to receive and note down messages.
3. We should hold the receiver in the left hand so that the right hand is free to write the message.
4. We should say the telephone number.
5. We should not start saying 'Hello' as it may start as a chain of hellos.
6. We should then identify ourselves and our organization and tactfully ask who is calling us.
7. We should hold the mouth piece properly.
8. We should be very alert and attentive to the verbal means or any other sounds the caller makes.
9. For concentration we should keep jotting down points.
10. Even if the caller is annoyed we should keep our cool.
11. We should reply to his or her queries accurately with a friendly and a helping tone.
12. If we do not know who the caller is we should obtain his or her name and designation .
13. If the person whom he or she has called is not there we should ask how we could be of help to him or her.
14. If the caller requests we should jot down the message.
15. If we cannot reply to the queries of the caller readily we should promise to ring back. And we should keep our promise.
16. We should take the message fully and correctly.
17. We should be helpful in talking.
18. We should speak distinctly.
19. We should know how to modulate our voice.
20. We should not have a negative tone in our voice.
21. We should be cheerful and enunciate our words clearly.
22. We should not use slangs.
23. We should listen to the message attentively and simultaneously keep assuring him or her with 'yes', 'yea', 'okay', etc.
24. We should be courteous in all circumstances.
25. We should not engage our telephone longer than necessary.
26. We should stop talking when we are not saying anything.
27. We should not hold two conversations together.

28. We should not eat, drink or smoke when conversing on telephone.
29. We should not keep the caller waiting for a longer period while transferring his or her call.
30. While transferring the call we should keep the caller informed.
31. We should reassure the waiting callers that they have not been forgotten.
32. We should not forget to say 'thank you' at the end.

33. We should note down names, telephone numbers or addresses repeating them again.
34. We should summaries the conversation at the end.

Problems of Telephonic Conversation

In telephonic conversation many problems arise due to unexpected mechanical problems, difficult calls and difficult callers. All these problems should be attended properly.

1. Mechanical Problems

We should know how our telephones system works: which buttons are to be used to transfer calls, what we should do to keep redialing a number. We should know how the memory of our system works. There are various functions that our system could do. Unless we are aware of these we could not perform or use the system effectively. Hence, we should know the scope and limitation of our system.

2. Cross connection

Sometimes when we are talking on phone there is an interference caused by other callers. Such interruptions hamper smooth conversation. When such an interference stops we should establish the link again and politely suggest them to redial.

3. Getting Disconnected

When we get disconnected in the middle of the conversation, the person who initiated the call should redial. However, if the client were important to us and if we happened to have his or her telephone number, we may call back.

4. Bad Lines

Sometimes because of bad lines we may not hear the voice of the person on other side clearly; the same may happen to our voice too. In such situations we should stop talking and explain clearly that we would call back when the lines get bettered.

5. Wrong Numbers

Sometimes after dialing we find that we are through to some wrong number. We should ask the other person the phone number with due request. However, we should not expect them to tell us their number. We should feel sorry to them for being a cause to such an inconvenience

6. Human Problems- Difficult Callers

There may be calls from rude and aggressive callers who might be complaining about something. We should not retaliate in response. Maintaining a professional attitude we should deal with them politely

noting down their problems and accept responsibility as a representative of the organization and feel sorry for the inconvenience. We should follow up immediately in this regard. Also we should not take any insult personally. Sometimes by putting up right combination of 'yes' or 'no' and 'complete answer' questions we may determine the type of response. Using their name may polite and cool them in conversation.

Do's and Don'ts of a Telephonic conversation

Do's for Effective telephonic conversation : For an effective telephonic conversation we should follow certain manners.

- i) Speak politely , confidently and in a positive and friendly tone. Make frequent use of courteous phrases like 'please', 'thank you', 'you're', 'welcome'.
- ii) place the writing pad ,pen, telephone directory and an appointment register at the reach of hand.
- iii) While talking, hold the mouthpiece one inch away from the lips and the earpiece close to the ears.
- iv) In long distance calls , it is good to be loud ,but shouting must be avoided.
- v) In telephonic communication, time is the most vital factor. So do not waste time in idle personal talk. But at the same time do not sound abrupt also.
- vi) Treat every call as an important call, because it is important to the person calling you . Let the caller feel that he is being given your personal attention and he is not being treated in just a routine manner.
- vii) Handle inside calls with as much care as calls from outside. Cordial relations within the organization are as important as relations with the outsiders.

Dont's for effective Telephonic conversation

- i) Avoid mumbling, running words together or talking through the most or teeth.
- ii) Avoid clichés like 'yep', 'ah', 'I see', etc
- iii) Don't shout into the telephone. Don't speak too low. Try to be as natural as possible. Try to speak as if the person you are calling is sitting next to you.

British English Vs American English

British English(BE) is the form of English used in the United Kingdom. It includes all English dialects used within the United Kingdom. Whereas American English(AE) is the form of English used in the United States. It includes all English dialects used within the United States.

1. **Vocabulary differences** : The differences in the languages reached its peak right after the Industrial Revolution. With the spread of modern technology, more terms are becoming common.

Example -

British English :

“I was waiting in queue for the loo before getting some petrol for my lorry when I realized I left the hob on and the Aubergines were probably burning!”

American English :

“I was waiting in line for the bathroom before getting some gas for my truck when I realized I left the stove on and the eggplant was probably burning!”

British English - American English		British English -American English	
Anywhere	Anyplace	Biscuits	Cookies
Timetable	Schedule	Bill	Check
Petrol	Gas	Chemist	Drugstore
Autumn	Fall	Driving Licence	Driver's License
Barrister	Attorney	Flat	Apartment
Ground floor	First floor	Aubergine	Eggplant
Taxi	cab	Spanner	Wrench
Torch	Flashlight	Underground	Subway
Rubbish	Garbage	Railway	railroad
Lift	Elevator	Lorry	Truck
Luggage	Baggage	Mad	Crazy
Stove	Hob		

2. **Grammar difference:**

a) The British use *the present perfect tense* to talk about a past action which has an effect on the present moment. In American English both simple past and present perfect are possible in such situations.

Examples :

i) I have lost my pen. Can you lend me yours? (BE)

I lost my pen. (AE) or

I have lost my pen. (AE)

ii) He has gone home. (BE)

He went home. (AE) or

He has gone home. (AE)

b) The British use the present perfect tense with adverbs like *already*, *just* and *yet* of indefinite time. In American English simple past and present perfect are both possible.

i) He has just gone home. (BE)

He just went home. (AE) or

He has just gone home. (AE)

ii) I have already seen this movie. (BE)

I have already seen this movie. (AE) or

I already saw this movie. (AE)

iii) She hasn't come yet. (BE)

She hasn't come yet. (AE) or

She didn't come yet. (AE)

c) The British normally use '**have got**' to show possession. In American English **have** (in the structure *do you have*) and **have got** are both possible.

i) Have you got a car? (BE)

Do you have a car? (AE) or

Have you got a car? (AE)

d) In British English the past participle of **get** is **got**. In American English the past participle of **get** is **gotten**, except when **have got** means have.

i) He has got a prize. (BE)

He has gotten a prize. (AE)

ii) I have got two sisters. (BE)

I have got two sisters. (AE) or

I have two sisters. (AE)

e) In British English it is common to use **shall** with the first person to talk about the future.

Americans rarely use shall. The British use **shall**. Americans use **should**.

i) I shall/will never forget this favour. (BE)

I will never forget this favour. (AE)

iii) Shall I help you with the homework? (BE)

Should I help you with the homework? (AE)

f) In British English **needn't** and **don't need to** are both possible. Americans normally use **don't need to**.

i) You needn't reserve seats. (BE) or

You don't need to reserve seats. (BE)

You don't need to reserve seats. (AE)

3. Spelling differences : For example : i) Most words ending in an unstressed *-our* in British English end in *-or* in American English . For Example –

honour - honor

behaviour – behavior

Modern Communication Devices

1. **Voice-mail:** Voice mail is a computer based system for receiving and delivering incoming telephone calls. In the absence of phone owner, a voice responds to the caller and invites a message and stores it. This message is delivered to the concerned person when the computer is instructed to do so. In voice mail system, telephone is attached with the computer through software. The input from the telephone is sent to the computer and stored on a disk. The incoming call stored on the disk can be received by phone owner at his convenience. The companies are now setting up voice mail system for dealing with the telephone calls of the employees in order to check wastage of time during working hours.

Advantages: 1) It helps to make better use of time.

2) Interruptions in between office work can be avoided.

3) There is no loss of time caused by not finding the required person at the other end.

4) It also reduces paperwork since messages do not have to be taken down.

Callers can leave a detailed message.

5) As the message is in the voice of the caller/user it avoids miscommunication which can occur if another person conveys the message.

2. Internet : The internet is a worldwide collection of computer networks that cooperate with one another by using a common software standard. It conveys data through satellite links and telephone wires. It has no single owner or central authority that operates or controls it. There are governing board that establish technological regulations and policies, but the internet is bound by few rules and does not answer to any single organization.

The internet enables users to :

- (i) Connect easily through an ordinary personal computer and local telephone line.
- (ii) Exchange electronic mail with customers, colleagues , friends (either internet accounts) and also attach files, which are on their computer.
- (iii) Share business and research data among colleagues.
- (iv) Ask for and give help with problems and questions;
- (v) Publicize the market services and goods.
- (vi) Collect valuable feedback and suggestions from customers and business partners.

Advantages of Internet

1. *Faster Communication*

The foremost target of Internet has always been speedy communication and it has excelled way beyond the expectations. Newer innovations are only going to make it faster and more reliable. Now, you can communicate in a fraction of second with a person who is sitting in the other part of the world. For more personal and interactive communication, you can avail the facilities of chat services, video conferencing and so on. Besides, there are plenty of messenger services in offering. With the help of such services, it has become very easy to establish a kind of global friendship where you can share your thoughts and explore other cultures.

Information Resources

Information is probably the biggest advantage that Internet offers. Internet is a virtual treasure trove of information. Any kind of information on any topic under the sun is available on the Internet. The search

engines like Google, Yahoo are at your service on the Internet. There is a huge amount of information available on the Internet for just about every subject known to man, ranging from government law and services, trade fairs and conferences, market information, new ideas and technical support, the list is simply endless.

Students and children are among the top users who surf the Internet for research. Today, it is almost required that students should use it for research or the purpose of gathering resources. Even teachers have started giving assignments that require extensive research on the Internet. Besides, you can have an access to latest researches in the field of medicine, technology and so on. Numerous web sites such as America's Doctor also allow you to talk to the doctors online.

Entertainment

Entertainment is another popular raison d'être why many people prefer to surf the Internet. In fact, the Internet has become quite successful in trapping the multifaceted entertainment industry. Downloading games or just surfing the celebrity websites are some of the uses people have discovered. Even celebrities are using the Internet effectively for promotional campaigns. Besides, there are numerous games that can be downloaded for free. The industry of online gaming has tasted dramatic and phenomenal attention by game lovers.

Social Networking

One cannot imagine an online life without Facebook or Twitter. Social networking has become so popular amongst youth that it might one day replace physical networking. It has evolved as a great medium to connect with millions of people with similar interests. Apart from finding long-lost friends, you can also look for job, business opportunities on forums, communities etc. Besides, there are chat rooms where users can meet new and interesting people. Some of them may even end up finding their life partners.

Online Services

The Internet has made life very convenient. With numerous online services you can now perform all your transactions online. You can book tickets for a movie, transfer funds, pay utility bills, taxes etc., right from your home. Some travel websites even plan an Itinerary as per your preferences and take care of airline tickets, hotel reservations etc.

e-commerce

The concept of e-commerce is used for any type of commercial maneuvering or business deals that involves the transfer of information across the globe via the Internet. It has become a phenomenon associated with any kind of shopping, business deal etc. You name a service, and e-commerce with its giant tentacles engulfing every single product and service will make it available at your doorstep. Websites such as eBay allow you to even bid for homes, buy, sell or auction stuff online.

Disadvantages

Theft of Personal Information

If you use the Internet for online banking, social networking or other services, you may risk a theft to your personal information such as name, address, credit card number etc. Unscrupulous people can access this information through unsecured connections or by planting software and then use your personal details for their benefit. Needless to say, this may land you in serious trouble.

Spamming

Spamming refers to sending unwanted e-mails in bulk, which provide no purpose and needlessly obstruct the entire system. Such illegal activities can be very frustrating for you as it makes your Internet slower and less reliable.

Virus Threat

Internet users are often plagued by virus attacks on their systems. Virus programs are inconspicuous and may get activated if you click a seemingly harmless link. Computers connected to the Internet are very prone to targeted virus attacks and may end up crashing.

Social Disconnect

Thanks to the Internet, people now only meet on social networks. More and more people are getting engulfed in virtual world and drifting apart from their friends and family. Even children prefer to play online games rather than going out and mingling with other kids. This may hamper a healthy social development in children.

Thus, the Internet has the potential to make your life simple and convenient, as well as wreak havoc in your life. Its influence is mostly dictated by the choices you make while you are online. With clever use, you can manage to harness its unlimited potential.

3. **Intranet:** It is private internet in which a web site is designed for the use of the employees of the organization . It is generally used to place documents such as telephone directory, staff manuals and office record. The main advantage of intranet is that the information stored is readily available and it can be easily updated from time to time.

4. **Email:** Electronic mail (E-mail) is a facility on computers to send your message to other persons , irrespective of their direct location. The subscriber to an E-mail service can have access from any place, through computers to send and receive messages. Every E-mail system describes the structure of the message known as **protocol**. It contains To address, From

address, Subject, Text etc. Electronic mail on the Internet provides quick, cost-effective transfer of messages to other e-mail users worldwide. E-mail is the most widely used service on the Internet. The messages are sent electronically. The message sent through E-mail is instantaneously reaches to the recipient. E-mail message is sent to and received from the mail servers. When the sender sends the message, the mail server receives it and then it directs the message to the recipient computer.

Uses of E-mail : E-mail has got several uses which are as follows :

- (i) Instant communication to the receiver.
- (ii) Saves time in printing , copying and distribution of message.
- (iii) It has merit of speed, economy and efficiency.
- (iv) It can be used to access out of town libraries.
- (v) Experts can transfer trade document to their foreign partners.
- (vi) Custom offices can send messages to and fro.
- (vii) Journalists can send their copies across.
- (viii) Lawyers, doctors, consultants, Government departments can just see to keep in touch.
- (ix) Postal services are quite unreliable and known for delay.
- (x) Traditional postal services do not guarantee security of delivery , delays and loss of mail causes inconvenience and confusion.
- (xi) E-mail can be used to transmit computer programme, spread sheet, images in a machine readable form.
- (xii) It avoids duplicate data entry.
- (xiii) From the cost point of view E-mail works out to be much cheaper and convenient.
- (xiv) It allows to send prepared documents and graphics to the recipient.
- (xv) It is simple and easy to transmit information.

Advantages of E-mail :

- (i) The loud ringing tone of the telephone can be done away with the introduction of E-mail.
- (ii) The user of the system can reach customer's branch office, distributors, vendors, suppliers, project team and sale officers, anywhere, anytime.
- iii) Services of this powerful message system gives an immediate access to worldwide contacts.
- iv) Delays and insufficiencies in reporting systems can cripple effectiveness, E-mail improves report delivery and distribution both inside and outside the organization.

- v) Serving and receiving the messages can be done at convenience without delay.
- vi) E-mail is far quicker correspondence than ordinary postage. A message can reach any part of the world in a fraction of a second.
- vii) Nothing is charged for sending and receiving E-mail even though the message travels across the world.
- viii) Information on the business and services is placed in an assembled fashion in a common location.
- ix) A mechanism for immediate feedback from consumers or business partners is provided.
- x) The cost of information delivery to internal and external sources is reduced.
- xi) Employee access to significant amounts of information is increased.
- xii) An efficient means of updating and disseminating current information of customers and internal staff is provided.
- xiii) Customized information to consumers is delivered (for example, individual investment portfolios can be tracked).
- xiv) Record maintenance of E-mail sent and received is also possible because all the messages are stored in the form of files in computer.
- xv) If for the reason, the recipient is away, the E-mail message waits him until he receives and reads the message.

Limitations of E-mail: Inspite of its several uses , E-mail suffers from the following limitations :

- i) **Computer Hardware Requirements :** E-mail messages are sent through computer. You should have a computer system at your home otherwise you will have to go to cyber café or other place.
- ii) **Wrong message conveyed at a quick click:** The messages can be flashed through E-mail at the click of a mouse. If you send the message at a click and suddenly come to know that you have written something wrong in the message but it becomes too late. The time you realize your mistake, the message reaches the recipient.
- iii) **Lack of Expressions:** You cannot convey your expressions and extra posture in your message. However, emotions are used in E-mails but they cannot strongly convey your expressions.

5. Videoconferencing: Video Conferencing is a tool, which used with Video cameras and microphones to capture picture and sound for transmission over networks. Using this technology a meeting is conducted using television displays of the participants and with the sound of their

voices, thus, the participants can see one another on television monitor and can hear one another. They exchange their views. Video Conferencing most closely resembles a real meeting. One of its obvious advantages is that the video tapes of meetings can be made and kept for record. It allows people in different location to meet face to face. Video Conferencing may sound very complicated but actually it is not so. It is very simple to operate as anyone who can handle the remote control of a television set can master the technique of Video Conferencing. The most obvious benefit of Video Conferencing is the cost, e.g. bringing in the colleagues from the US to India for a meeting could easily add up to three lakhs rupees , when all the travel and accommodation charges are taken into account .On the top of it is the loss of time due to travelling and fatigue. In contrast, hiring video conference centre may cost half a lack an hour. Thus, lot of cost advantage.

Advantages of Video Conferencing :

- (i) Time is saved.
- (ii) Travelling to distances to attend the conference is avoided.
- (iii) Cost and Energy are saved.
- (iv) No monotony and fatigue.
- (v) Conducive to highly efficient meeting.
- (vi) Arrangements for conducting a meeting are avoided.
- (vii) Cost of accommodation and other facilities are avoided.
- (viii) Helps in fast decision-making.

Disadvantage of Video Conferencing :

We may not have skilled manpower to operate the system and that some of the members of the Board might dislike the system.

6. Mobile or Cellular phones : The cellular (mobile) phone works with the combination of combining radio technology and telecommunication technology. Since mobile phones operate through airways, weather conditions, underground parking or passages, and fortified buildings may affect reception. Also, some places outside metropolitan areas and away from major highway may not be covered by the network. Charges are by the minute on calls made form and received by the cellular phone. Mobile phone instruments can store numbers, record calls that were not answered, receiving text messages, and for receive information given by the network about the weather, conditions on the road, and other information useful while travelling. Services like voice mail, conferencing , and even internet can be had on the mobile . The “mobile” enables people to be in touch with their office and business contacts from wherever they are.

7. Extranet: It is a web site on internet designed for access of limited number of account holders by a password system. Extranet is generally used in business to do business transactions. It helps the users in streamlining their trading activities.

Advantages: i) Exchange large volumes of data using Electronic Data Interchange (EDI)
ii) Share product catalogs exclusively with trade partners
iii) Collaborate with other companies on joint development efforts
iv) Jointly develop and use training programs with other companies
iv) Provide or access services provided by one company to a group of other companies, such as an online banking application managed by one company on behalf of affiliated banks

Disadvantages : Extranets can be expensive to implement and maintain within an organization (e.g., hardware, software, employee training costs), if hosted internally rather than by an application service provider.

- i) Security of extranets can be a concern when hosting valuable or proprietary information.

8. Facsimile (or Fax): The Fax machine is very useful in transmitting visual material such as diagrams , illustrations or copies of artful work. The basic requirement for sending information through Fax is a telephone connection and the Fax machine attached to it. Through FAX the exact replica of the original document is transmitted at the receiving end, speedily and accurately. In the fax transmission system, there are two separate fax machines, one at the sender's end and other at the receiver's end which are joined by an ordinary telephone line. This mode is useful as it is possible to have a documentary proof of the transactions.

Advantages of Fax :

- (i) Easy to Communicate: It is easy to send messages through fax machine.
- (ii) Simple Operation: It is very simple to operate a fax machine.
- (iii) Quick Communication: It transmits message simultaneously to distance places.
- (iv) Economical: Sending messages through fax machine is very economical.
- (v) No Distortion: It produces the replica of message sent at receiver's end. So, there is no chance of distortion in message.
- (vi) Secrecy of Message: There is no threat to the secrecy of message since it remains confidential between communicator and communicate .
- (vii) Messages can be sent anywhere, anytime throughout the world.

Disadvantages of Fax :

- i) Need a separate space for the machine.
- ii) Needs a telephone line.
- iii) Needs power/electricity
- iv) Requires paper for receiving and sending faxes
- v) Machine needs to be on always to receive faxes. If the machine is off, we may lose the faxes.
- vi) Large probability of losing faxes, which could potentially be important.
- vii) Storage and Archival of these Printed Paper Faxes are very cumbersome. They'll need a good amount of space in the office.
- viii) Aging of papers could lead to difficulties in managing records.

9. MULTIMEDIA

The term 'multimedia' refers to the integration of multiple media such as visual imagery, text, video, sound and animation- which together can multiply the impact of the message. Multimedia may be defined as the interactive use of audio, still image and motion video in addition to text and graphics. A basic multimedia system is a personal computer that has been enhanced to support these new data types. According to Judith Jeffcoate, "*A computer platform, communications network or software tool is a multimedia system if it supports the interactive use of at-least one of the following types of information –audio, still image or motion video- in addition to text and graphics.*

The basic components of multimedia systems are as follows:

- (i) a processor, typically a personal computer or work-station that has been enhanced to handle audio and video;
- (ii) a variety of methods by which the user can interact with the system, such as keyboard, mouse, joystick or touch screen;
- (iii) a screen that can display high, quality still images and moving video as well as computer-generated text, graphics and animations;
- (iv) speakers to allow speech and music to be output;
- (v) a microphone;
- (vi) a way to play back pre-recorded source material;

ROLE OF MULTIMEDIA IN COMMUNICATION

Multimedia mimics the natural way people communicate . Its purpose is to combine the interactivity of a user-friendly interface with multiple forms of content. Multimedia has also improved interpersonal

communication between people, Another use for which multimedia is often used is making presentations in groups. It provides the presenter with a powerful tool that can enhance communication by delivering a multi-sensory experience.

10. E-COMMERCE

E-commerce (Electronic commerce) is the process of carrying out of business transactions through internet. It involves buying and selling products services and information via computer networks including the internet. Electronic commerce' refers to all forms of business transactions of data including text, sound and visual images. Using information and communication technology, e-commerce takes place between companies, between companies and their customers, and between companies and government departments.

It implies paperless exchange of business information using EDI (Electronic Data Interchange), e-mail (electronic mail), electronic bulletin boards, electronic funds transfer and other network based technology . E-commerce is shrinking the world, Distant markets are within the easy reach of the modern business firms, saving time, money and energy. It is suitable in the following types of business transactions :

1. Sale and Purchase of Goods.
2. Delivery of goods
3. Electronic Payments
4. Banking and Money Transferred
5. Insurance
6. Transportation
7. Online Trading in Securities
8. Import and Export
9. Tourism and Hotel Industry
10. Payment of Services

11. Website : A website is a set of related web pages containing content such as text, images, video, audio, etc. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a Uniform Resource Locator. All publicly accessible websites collectively constitute the World Wide Web.

12. World Wide Web (www) : The web is accessed from the client machine using a web browser . The two most popular browsers are Microsoft Internet Explorer and Netscape Navigator . The web page to be viewed is specified by its web address, the uniform resource locator(URL) that contains the addressing information needed to derive the IP address of the server that holds the web page.

13 Blog : A blog is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often were themed on a single subject. More recently "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and professionally edited. MABs from newspapers, other media outlets, universities, think tanks, interest groups and similar institutions account for an increasing quantity of blog traffic.

Advantages of Blog :

1. **Make Money :** You can make just as much money with a blog as you can with a website. The amount you make simply depends on how many readers you have, and how much traffic you have coming to your blog. You can use your blog to write product reviews, or run affiliate ads, as well as other ads. A blog is also a great place to sell eBooks, e-courses and other products including physical products.
2. **Help Others :** A blog is also a great place for you to help others by offering free information, tutorials and answer questions. You can share your personal stories on how you achieved something, or overcame a personal struggle.
3. **Have a Voice :** Blogs are a great way to express your personal opinions on just about any topic ranging from religion to politics, celebrities and news.
4. **Traffic Generation :** They are a great way to help you generate more traffic to your main website. Micro blogging makes this extremely easy because you only need a short description of each link, and the traffic it can generate is amazing.
5. **SEO :** Blogging platforms are set up to make SEO easy for you. All on-page optimization is done for you; all you have to do is write keyword rich articles and build back links to get more traffic coming to your blog.
6. **Cheap and Easy :** Blogging platforms are usually free to use. The only time you pay is if you want additional services, and if you want your own domain name you would have to purchase that as well. They are also very easy to use, but at the same time they allow you to create professional looking blogs. You do not need to know any HTML or CSS as there are many templates which you can choose from to suit the style for your business.
7. **Build Your Brand :** Blogs are a great way to help you build your brand. They allow you to interact with your customers and obtain honest testimonials which are essential to any legitimate online business.

8. Updates : If you have a business website, then you can use your blog to keep your customers informed of sales and promotions and other news which your customers may be interested in.

Disadvantages

There are really not that many disadvantages to having your own blog, as a blog can serve for so many different purposes.

2. Less Control : A blogging platform such as blogger or wordpress gives you little control over the look and feel of your site even though there are many templates for you to choose from. However, if you know CSS, and HTML you can customize the layouts on some blogging platforms.
3. Buried Content : The thing with blogs is that your new content will bury your old content in the archives making it more difficult for your readers to find it. At the same time however, you can take the time to link to your most important posts.

14. Telex

The Telex is the name given by the post office people to a teleprinter whereby written messages can be communicated from one place to another with the help of a machine .

The teleprinter consists of two parts: i) keyboard transmitter

ii) receiver for transmitting the coded signals and printing message

When a message is sent ,the typist presses a button ,waits for the dial tone ,dials the number desired and if the number is contacted ,types the message . The message as typed in the originating office is typed on a small strip of paper at the receiver's end . This is one of the quickest and most accurate methods of transmitting written communication .

Advantages of Telex :

- i. The telex service enables the transmission of written messages from one subscriber to another by direct dialing .
- ii. The telex service is extremely useful for large business houses ,news agencies ,stock exchange dealers etc. They can transmit and receive messages at any time of the day and night.
- iii. It is a combination of both telephoning and writing a letter . It is much quicker than a letter and cheaper than the trunk call service.
- iv. If the receiver is not present at the time of transmission , still he will receive the message neatly typed on the teleprinter when he returns . He can then reply to it later.

Electronic Communication Devices

The fast-track popularity of electronic communication is courtesy its fast gait, accuracy, unmatched ease of use, and comfort. However, there also exists a flip side to the scenario as there are minus points that contribute to its reputation as well. Electronic communication was discovered in 1998. It is a form of communication that is used for the transfer of data, images, signals, signs, etc. through wire, electromagnetic energy, radio, photo electronic or photo-optical system. With its growing popularity, people have started to communicate via email. Electronic communication is not only a novel tool, it also serves to be an interesting mode of communication.

Advantages of Electronic Communication

1. Electronic communication benefits people across the world by lending to them, the privilege to share televisive pictures, conversations, graphics, circuits, and interactive software. Interaction between individuals, no longer intonates a cumbersome attitude. If you have an acquaintance who resides in a different geographical location, communication is no more a pain in the neck. Technological opportunities have assisted us to communicate with ease, making the process an activity inviting leisure.
2. Your conversations could be visual, as well as textual. A noble deed accomplished through electronic communication is to assist the people with auditory impairment, in conveying their messages. With this mode of communication, the recipient receives the message within a few seconds of the sender sending it. The recipient can read the message anytime, anywhere with regards to his convenience.
3. Communication, as a process, has got its act together, leading to an acceleration in processing of important matters in relation to business, finance, trade, etc. For instance, the act of acquiring information on a said topic, does not rely on tedious documentation procedures as communication, no more, tied to its apron strings.
4. As there are no dictations on time and place of usage, some prefer to opt for jobs that may be conducted from the comforts of their home. Obtaining a job that legitimates official proceedings to be forwarded from home, has been a proven agent in generating work opportunities. This form of work arrangement is generally termed telecommuting. Electronic communication has done another good turn. An individual with health complications, may prefer to work from home, rather than conforming to office hours, and working policies.
5. The communicated messages can be stored permanently or temporarily on disks or tapes for years or can even be printed and stored in files. The process of learning now, is considered elementary, and efficacious as information can be obtained, or retrieved in accordance with the requirement.
6. Since communication does not take place via hard copies, money spent on purchasing paper and charges incurred on printing, and postal deliveries is regulated. After the mail is delivered to the receiver, it is placed safely in the hard disk of the receiver's computer.

Disadvantages of Electronic Communication

1. The main issue with electronic communication is security. Your computer can be hacked, and affected with computer virus. This can have an adverse effect on the computer system, and the network. The

volume of transmitted data is large with the transmission being fast. Hence, it becomes difficult for employers, and managers to absorb, process, and understand the same, and provide proper feedback to their employees.

2. The speed with which the messages are transmitted, often, changes the structure of the messages, which, at times, can be misinterpreted. Electronic data can be duplicated through and through without any proof of duplication. These messages can also be modified. At times, people can intentionally send malicious programs; such as, viruses, worms, and Trojans through emails, these being difficult to detect.

3. Another disadvantage of electronic communication is an issue related to email privacy. An email is sent in the form of data packets via computer network. These data packets have to pass through a number of routers (a computer device used for forwarding packets in the computer network) and computers, before it reaches its destination. Thus, there are chances of an individual tampering with the emails before it reaches its recipient.

4. While the data packets are transferred from one computer system to another, they can be lost when one router transfers it to another. If the router is bombarded with a large number of data packets than its carrying capacity, the receiver can experience a delay in receiving it. The 'from message header' of a message can be modified, hence, hampering the authenticity of the same.

5. Technology was invented, and successively discovered to pamper usability; however, when usability becomes instinctively habitual, problems arise. Technology has become a *modus operandi* of sorts, leading to cyber addiction. Making your presence felt all over the net ad nauseam, may evoke symptoms of social withdrawal. Technological interventions, induced accidentally on purpose by individuals, have done a fantastic job of gate crashing into private time; inadvertently, leading to fractured relations and -- not surprisingly -- divorces. Some people get ants in their pants about checking their text ☒, or their email inbox constantly; only an onlooker would know how chafed he feels when he witnesses such behavior.

A majority of technological workings in the world have their advantages and disadvantages. In spite of its disadvantages, most of us depend on electronic communication for our work as it has become an integral part of our lives.

INDIANISM IN ENGLISH

The Indian culture being diverse holds the fundamental theme- unity in diversity. In spite of so many differences, Indians share many things in common like the value system, attitudes etc. . Professor Iyengar comments:

The quality of Indianism – in the choice subject, in the texture of thought and play of sentiment in the organization of material and the creative use of language.