

## Unit - 3

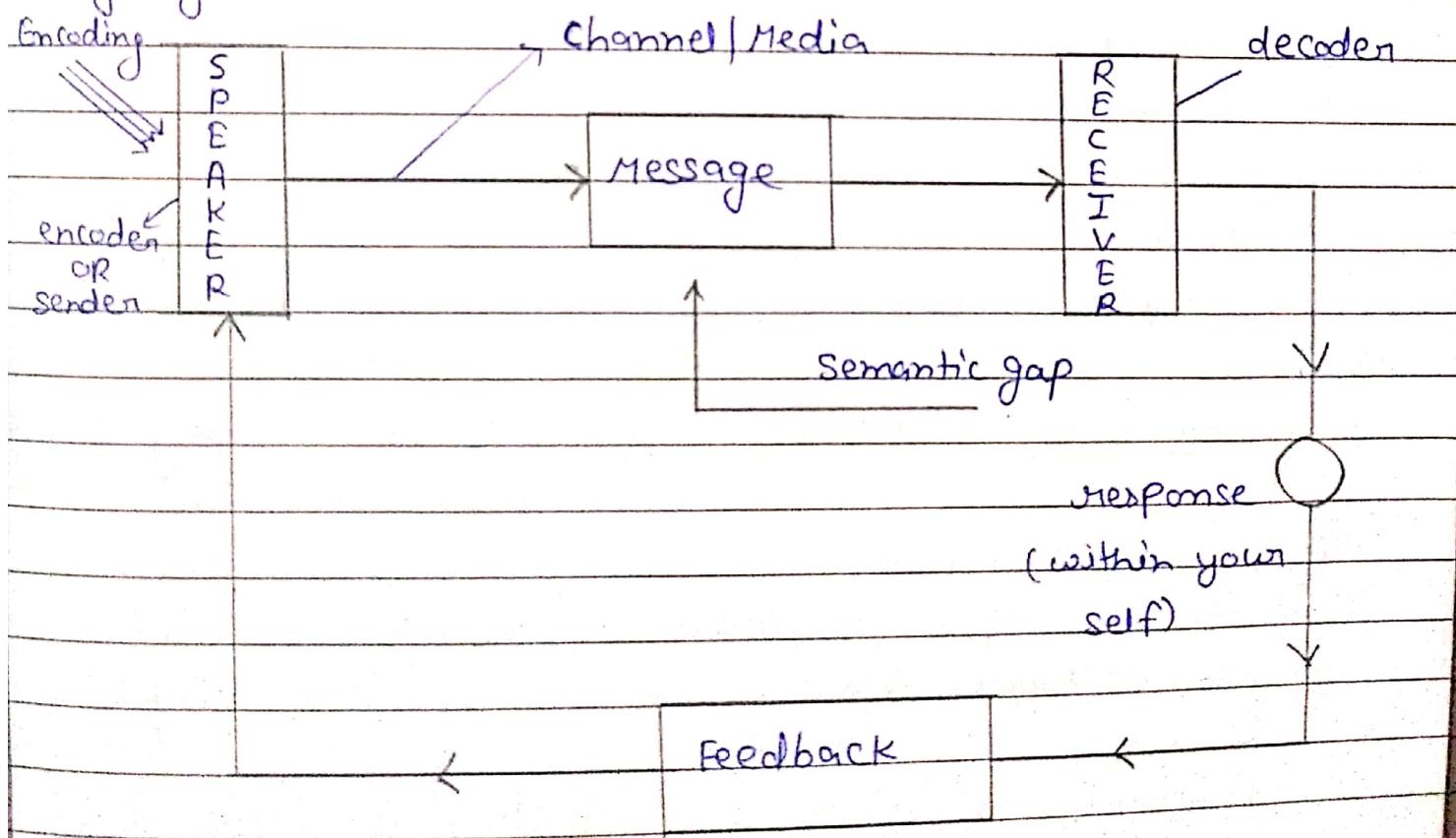
### Communication

origin:- Communication is originated from a latin word "Communicare" or "communis" which means to share or similarities or common.

According to Newman and Summer communication means to share the - feelings, ideas, knowledge, information etc. from one person to another.

### Process of communication:-

(Thoughting process) (i.e., oral/written)



Characteristics of Good communication :- 1) Communication is an on-going process.

- 2) Communication is generally two way process.
- 3) Communication should be concise and clear.
- 4) Communication is universal.
- 5) It is a special need.

A Types of Media / channels :- There are many types of formal communication

- 1) Oral communication.
- 2) Written communication.
- 3) Face to Face communication.
- 4) Audio / visual communication.
- 5) Computer communication.

Merits of oral communication :- 1) It is very fast communication.

- 2) It is economical.
- 3) In this quick feedback is possible.
- 4) It is supplemented by means of non-verbal.

Demerits of oral communication :- 1) It has no authenticity.

- 2) It is not permanent.

Review is not possible.

It cannot fix the liability.

It cannot be used as a legal proof.

Merits of written communication:- 1) It is a result of thinking and re-thinking.

It is accurate.

It is permanent.

Review is possible

It fixes the liability.

Demerits of written communication:- 1) It is time consuming.  
2) It is expensive.

It has delayed feedback.

It is not supported by non-verbal communication.

Face to Face communication:- but form of oral communication.

Seven (7) C's of communication:-

Clarity (Clarity of concept and language)

Conciseness (In brief / Precise / max. information in min. possible word)

Completeness (Give the receiver complete information required)

Concreteness (to the point / stick to relevant facts)

Correctness (in terms of information and language)

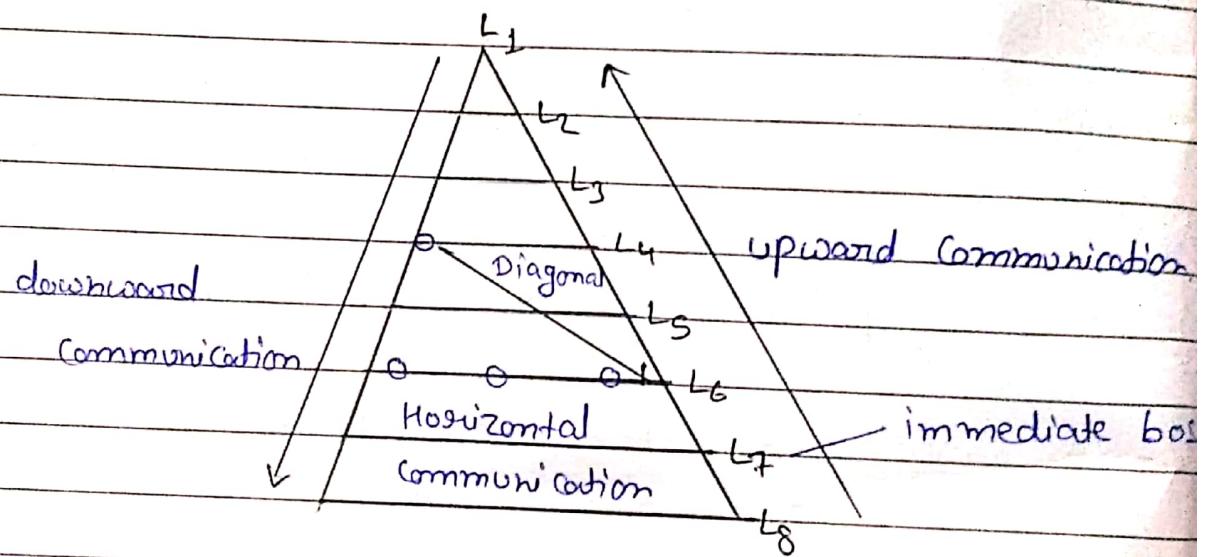
Consideration (your attitude, respect, feelings, emotions)

Courtesy

Flow of communication:- There are four types of flow of communication.

- 1) Upward communication.
- 2) Downward communication.
- 3) Horizontal communication.
- 4) Diagonal communication.

This flow of communication takes place through proper channel.



- \* **Upward communication**:- Letter, Application, Proposal.
- \* **Downward communication**:- Order, Notice, circular, Policy, Show cause.
- \* **Horizontal communication**:- amongst employees of same destination.
- \* **Diagonal communication**:- open door policy.

Informal channel:- Gossiping communication.  
i.e., Gossips, rumors.

## Unit - 3

### Communication Skills:-

Types of Communication:- 1) Verbal communication.  
2) Non-Verbal communications.

Verbal Comm.:- Any communication related to words  
i.e., Spoken or written.

Non-Verbal Comm.:- No use of words is non-verbal communication i.e., we communicate by means of body language, signs, symbols, objects etc.

Body Language:- 1) Posture  
2) Gesture  
3) Facial Expression.

Posture:- The way you hold body position while we are standing, sitting, walking etc.

Gesture:- Movement of the body parts i.e., Nodding of head, movement of fingers, elbow, hand, shrugging of shoulders etc.

Facial Expression:- "Face is the Index of your heart."  
75% words, 55% Facial expression,  
38% Tone voice modulation.

Barriers:- There are the types of Barriers.

- 1) Physical Barrier. (Distance, Noise, Time)
- 2) Semantic Barrier. (Jargon)
- 3) Physiological Barrier (All physical disability)
- 4) Socio-Psychological Barrier.

Note:- Physiological Barrier is also known as organisational Barrier.

1) Physical Barrier:- Distance - Speaker and Receiver  
Noise - unwanted sounds.  
Time - Comm. raised to time.

2) Semantic Barrier:- Any barrier caused by language or vocabulary.

- Difference in language.
- Great distractions, ambiguity, over abstraction.
- Inadequate knowledge and vocabulary.
- In appropriate words i.e., Jargon words / slangs
- Difference in Interpretation. (Denotation; Connotation)

Jargon:- are the technical terms used in specific professional groups i.e., legal, medicines etc.

Slangs are words used in small group, temporary, short lived, no place of dictionary.

Denotation - words with literal meaning in dictionary.

- Types of Non-Verbal communication:-
- 1) Kinesics - Body language
  - 2) Haptics - Comm by touch
  - 3) Proxemics
  - 4) Chronemics - (Comm raised to time)
  - 5) Appearance and Accessories.
  - 6) Paralanguage.
  - 7) Silence.

connotations:- words that are subjective or emotional.

- 3) Organisational Barriers - Selection of Media.
- Infrastructure of organisation.
  - Rules and regulations of your organisation.
  - Spatial arrangement. (Seat arrangement)
- 4) Socio-Psychological Barriers - (Education / Background / Experiences).
- Perception
  - Assumption
  - Knows that all.
  - Opinions and attitudes etc.

- Non-verbal comm:-
- 1) Kinesics - Body language
  - 2) Haptics - Comm by touch
    - < +ve touch
    - < -ve touch
  - 3) Chronemics - Comm. by means of Time.
  - 4) Proxemics - Comm. by means of Distance / Space / Territory.
  - 5) Appearance / Dressings & Accessories
  - 6) Paralanguage - (Voice & Tone) or voice modulation.
  - 7) Oculistics - (eye contact)
  - 8) Silence.

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## UNIT - 2

### VOCABULARY & COMPREHENSION

- Synonyms
- Antonyms
- Homonyms
- Homophones
- Affixation
- Derivatives.

1) Homonyms :- It has same spelling but meaning is different.

Ex - Ground.

2) Homophones :- Sounds same but spelling spellings and meanings are different.

Ex - knew - new, night - knight.

3) Affixation :- Fixing of root word / Main word

Ex - re + write = rewrite

re + play = replay

kind + ness = kindness.

4) Derivatives :- Invention of new words, with the help of root words / Main words.

Make Prefixes at least 2 each of the following.

- ① re - Rewrite, Replay. —
- ② ir - Irregular, Irrational. —
- ③ un - Unnecessary, Unknown. —
- ④ im - Impersonal, Improper. —

make suffixes with — (2 each)

- ① ful - Faithful, Successful. —
- ② ness - Kindness, Gentleness. —
- ③ ship - Relationship, Friendship. —

{ - Skimming - fast reading → gist → concept.  
- Scanning - to read between lines.  
- Note-Taking - bullet points.  
- Concept Mapping

Reading - Comprehension

Homophones :-

① All = All of you stand up.

Awl (Tool) = The wood was carved with an awl.

② Aloud = Don't make aloud.

Allowed = They are allowed to go out.

3) Accent = speaking styles of Individual.  
Assent = Approval.

4) Bead = Don't beat me.

Beet = Vegetable

5) Buy = Purchase

By = by using anything

Bye = See you.

Unit - 1GrammarParts of Speech :- - Noun

- Pronoun

It is of 8 type - - verb → Action

- Adverb

- Adjectives → modify noun &amp; pronoun

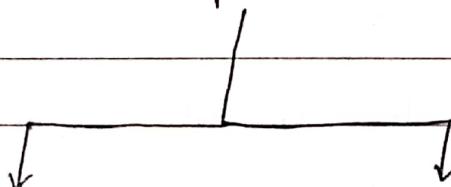
- Prepositions

- Conjunctions

- Interjections → (words that express sudden feelings)

Prepositions :- Prepositions shows the connection of noun and pronoun with the other parts of the sentence.

## Preposition



Time related

- at, in, by, on
- during, from
- for, since etc.

Place related.

- in, at, above, below, behind,
- under, in front of, overhead,
- on etc.

Articles :- There are three articles but two types of articles are there.

→ Phonetics  
20 vowels  
24 consonants  
44 speech

- 1) Definite Article (The)
- 2) Indefinite Article (A, An)

Grammatical Rule :- 'a' is used before singular words, i.e., a, e, i, o, u words with vowel sound.

- 3) 'an' is used before words having vowel sound, e.g. honour, honest.
- 4) 'The' is used before the things already referred to.
- 5) 'The' is used before the names of oceans/ seas / Bay / Mountains etc.
- 6) 'The' is used before the superlative degrees.
- 7) 'a' is used for single noun.

Omission of Noun Articles :-

- ① Before proper Noun.
- ② Before meals i.e., (Breakfast / Lunch / Tea / Dinner / Supper)

- \* Phrase - Group of words has incomplete meaning.
- \* supper is the last meal of day.

3) Games and sports etc.

4) Before articles metals i.e., Iron etc.

Sentence:- Group of words that has complete meaning.

E.g.- on the ~~b~~ way. → Phrase

Ex - on the way I met my friend.

Sentences based on construction:- 1) Simple

2) Compound

3) Complex sentence. (Eg. - He is a regular employee who has been giving services to the company.)

E.g. of Compound Sentences:-

① She is clever but lazy.

② He is intelligent and hardworking.

Based on Sense:- Sentences are of four type.

1) Affirmative / Declarative.

2) Imperative (order / command)

3) Interrogatory / Negative

4) Exclamatory.

## Narration (Direct / Indirect Speech)

Direct-Speech He said, "you must go to a doctor."

Indirect Speech: He advised him to go to a doctor.

Rules for converting D.S into I.S !-

(1) Reporting verb changes i.e, say, said, told  
advised, ordered, requested, wished, exclaimed  
etc. admit, agree, announce, confess

Ex - She said, "You did it"  
She  exclaimed that I did it.

(2) Remove the commas and inverted commas.

(3) Connector: 'that' is used.

(4) Tense inside the comma changes accordingly.

(5) Change in the pronouns.

(6) changes in the adverbial of time,

Today - That day  
yesterday - The previous day.  
Tomorrow - The next day.

next week

- the following week

now

- then

Here

- there

go

- come

Ex- My dad said to me, "I will get you a camera".

Promised

My dad ~~said~~ me that he would get me a camera.

① He said, "Alas! his father is ~~dead~~' dead.

Ans He exclaimed with sorrow that his father was dead.

Change direct speech into indirect.

1) John says, "I am going".

2) He said, "The earth moves round the Sun".

3) She said to her friend, "work hardly".

4) He said, "Alas! I am undone".

5) He made a promise, "I will come, if I can".

1) John says that he is going.

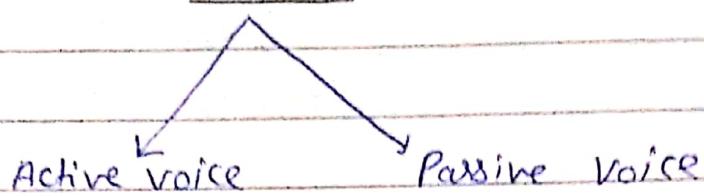
2) He said that the earth moves round the Sun.

3) She ~~said~~ advised her friend to work hard or steadily.

4) He exclaimed that he was undone.

5) He made promised that he would come if he could.

## Voices



Ex - Rohit killed a snake

A snake was killed by Rohit.

A.V - She is reading a book.

Passive - A book is being read by her.

- \* Subject is acting in Active voice while in passive voice, subject is acted upon.

conversion :- ① Subject takes the place of object.

② Object takes the place of subject.

③ No change in the tense.

④ When two objects are present then two passives are possible.

⑤ When the subject is unknown then drop the subject in passive.

Note :- ⑥ Transitive verbs have an object after it but intransitive verbs, no object is there.

Passive of Commands & Questions :-

Ex- A - Bring me a glass of water.

P - You are ordered to bring me a glass of water.

P - Let a glass of water be brought to me.

### Subject - Verb Agreement

① A boy is sitting in the chair.

② Books are in the shelf.

③ The boy and his brother are watching television.

Rules:- ① When subjects are joined by phrases like together with, accompanied by, along with, etc. subject is singular & H.V. is singular.

e.g. ① The boy <sup>along</sup> with his mother is trapped.

\* Phrases: Group of words but incomplete in sense.

① The machine together with its accessories is of poor quality.

Rule-2 When sentence has, either - or combination then subject is singular & hence H.V. is singular.

E.g. - ① Either the plug or switch is out of order.

② Either the plugs or switches are out of order.

- ③ Either the plug or switch is out of order.
- ④ Either the plugs or switches are out of order.

Rule 3 :- When sentence is in Neither - nor combination then

E.g:- ① Neither the plug nor the switch is out of order.

② Neither the plugs nor the switches are out of order.

③ Neither the plug nor the switch is out of order.

④ Neither the plug nor the switch are out of order.

Rule 4 :- When sentence begins with → everyone, It, Every, each one, all etc. Then subject is treated as singular, hence h.v. is singular.

E.g:- ① All the cement is of inferior quality

② Every Carpenter, mason, plumber is on leave today.

③ Each of the boys has completed his assignment.

④ It is the colleges that must ban plastic first.

\* Compound <sup>names</sup> means things related to stationary.

E.g:- Rice and Curry is the staple food of West Bengal.

Rule ⑤ - compound names then subject is singular.

6) None is consider singular using with sentences or uncountable subject.

7) when a plural number applies to distances, weights, heights or amounts of money and represents <sup>figure</sup> a single quantity, it is treated as singular. Then H.V. is singular.

E.g:- One thousand rupees is too much for me to pay.

① Hundred miles isn't a long distance.

8) A collective noun takes a singular verb when the group it names is regarded as a unit.

E.g:- My Family is well known.

and plural verb is used when individuals forming the group are indicated.

E.g - My Family are Early risers.

9) when the subject is the formal there the subject verb agrees with the real subject.

E.g. - There are ten members in the Committee.

10) when the subject is a title → the name of a book, a position etc.

E.g. - 'All men are created equal' is a doubtful statement.

① 'Martyer's' is published every week.

② 'The grape's of wrath' is an excellent book.

UNIT - 4Writing Skills

Writing skills are classified in two categories.

Formal writing:- Business letters, Report writing, precis, Notice, Technical definition, Technical description etc.

Basic principle / Features or 7C's of written communication-

clarity, conciseness, courtesy, concreteness, correctness, consideration, completeness.

Planning / Drafting / Editing → Proof Reading.

Revision.

Precis	Precise
writing	Concise / brief Short
↓ French term "Tense" = exact	

- Definition
- Standard length of Precis.
- Principles of a good Precis.
- Do's & Don'ts.
- Steps / Rules for writing a Precis.
- To draft a Precis

"Precis is the restatement of the given text in your own language" Definition.

\* Strength standard length of a Precis:-

Standard length of a Precis =  $\frac{1}{3}$  of the original text.

\* Precis - writing :- Principle required for writing a good Precis:-

(Maintain the main ideas / concept / facts of an I.T.)

- Clarity. (Concept / Language) → simple & understandable
- Completeness (State all the facts of ideas of O.T.)
- Conciseness ( $\frac{1}{3}$  of O.T.)

*	Do's	Don'ts
1)	Read the text with understandings.	1) Don't drop any imp. facts / ideas etc.
2)	Drop the examples, illustrations, explanations etc.	2) Don't paragraph it.
3)	Use your own language.	3) Don't give your conclusions.
4)	Precis should be in third person.	4) Don't give recommendations.

\* Step / Rules for writing a Precis:- - Read the given para - graph (1<sup>st</sup> Reading).

2<sup>nd</sup> Readings: Highlight key words.

3<sup>rd</sup> Readings: Draft your Precis.

4<sup>th</sup> step: Third reading / Editing.

5<sup>th</sup> step: Final Draft.

### \* Technical - Description and Technical Definition :- Definition

is a very precise statement of any object / term telling about its species, highlighting its characteristics. e.g. P.C., Scientific calculator, Electrolysis etc.

### \* Technical writing | General writing

① Based on facts	① It is based on imaginary
② It includes relevant facts	② It doesn't include relevant facts.
③ Language is always simple and understandable	③ Language can be difficult
④ It always adopt the format.	④ It doesn't necessary to adopt the format.

### \* Report - writing :- It is originated from a latin word 'Portare' = 'to carry back'. 'Re' = again.

"Report writing is an accountability of any event / incident that took place."

### \* Features of a Good Report :- ① It should be based on facts.

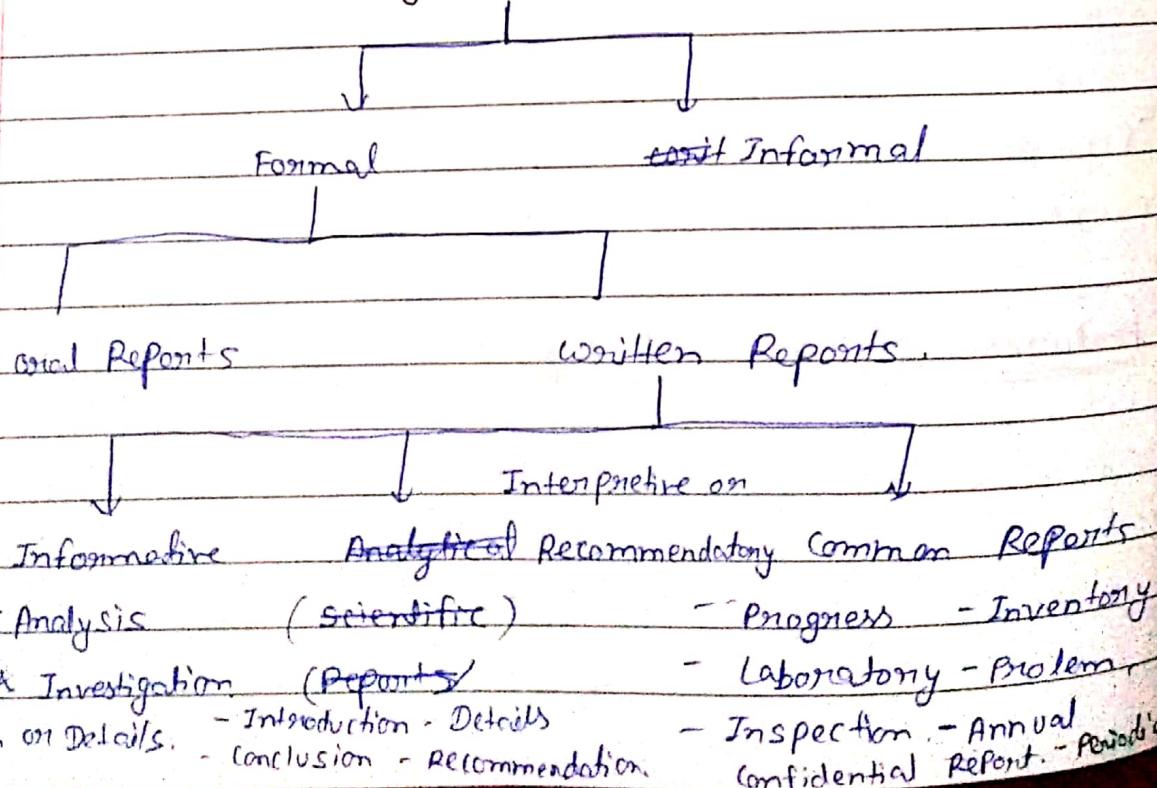
- 2) Relvancy of facts.
- 3) Format of the Report.
- 4) Reader - oriented.
- 5) clarity.

- \* Importance of Report writing: -
  - 1) It helps in taking decisions.
  - 2) It helps in finding the solution to the problem.
  - 3) It helps in framing new policies.

- \* Characteristics of Good Report writing: -
  - ① Precision
  - ② Accuracy
  - 3) Relevance.
  - 4) Reader Oriented.
  - 5) Objectivity of recommendations.
  - 6) Clarity.
  - 7) Simple & unambiguous language.
  - 8) Brevity and Grammar. (Conciseness)

- \* Types of Reports: -
  - ① Informative
  - ② Analytical
  - ③ Common Report

### Types of Report



Informative Reports are those reports where the facts are in which the author / reporter states, the facts as it is, and not as it should be.

\* Long Term Projects :- Construction of Township / Dams / Flyovers / Bridges etc.

\* Structure of Report :- It consists of three parts.

① Front matter.

② Body of a report.

③ Back matter.

① Front Matter :- (i) Title of the report. It is also called Title page or cover page. It also consists of date of submission. It also mentions report number.

of reports

(ii) Copyright Notice :- It means that no part of it is used by anybody without prior permission of the author.

"") Letter of Transmission :- This conveys the introductory reports from the report writer to the reader.

v) Letter of Authorisation :- It is a document that a report that a written. The letter of authorisation is a document requesting that a report is prepared.

(vi) Preface:- The preface gives the reader a quick grasp of the substance of the report.

(vii) Forward:- This section of the report is not written by the author but rather a contribution of an expert in that field.

(viii) Table of Contents.

(ix) Acknowledgement:- In this section the author of the report acknowledges / thanks to the person or sources who have contributed in that report.

(x) List of Illustration:- In this section there is a systematic account of the various used in the report.

(xi) Abstract or Summary:- An Abstractance in the concentrated form that what is in the report whereas summary gives the substance of the report.

(xii) Main Body of Report :- (a) Introduction! The introduction part prepares the reader for the content of the report it also states the purpose of the reports.

- (b) Method of Investigation or Procedure:- It outlines how information has been obtained from various sources.
- (c) Discussion and Description:- This section contains data in an organised form.
- (d) Findings:- Through this section only the decisions are taken it also shows the major contribution of the report.
- (e) Conclusion:- To give the sense of completion to the process of discussion. The investigator makes certain remarks in the end.
- (f) Recommendations:- They are given to rectify or improve the current report.
- (g) Back Matter:- (a) Appendices:- It is a useful element which contains supplementary information or documents to support the report. It is given in the end because of being too lengthy. It is also optional in nature.
- (b) List of Preference (b)
- (c) Bibliography.
- (d) Glossary.
- (e) Index,
- (f) Signature.

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## Unit - 5

### Business Letter

- Importance
- Parts and layout and format
- Application.
- Contents of Resume.
- Types of Business letter (calling question.  
- order - sending - complaint)

- Email

- Tenders.

CC - Complementary clause / Subscription.

(Encl - Enclosure)

IM - Identity mark.

PS - Post script.

Business letter :- It has two parts.

- ① Cover Page ② Resuming

Resuming :- It has three parts.

- (i) Marital purpose
  - (ii) Curriculum Vitae (CV)
  - (iii) Resume details.
- (1) Personal Information.
  - (2) Age / DOB. , (b) Postal Address.
  - (c) Contact No.
  - (d) Email I.D.
  - (e) Health.

- ① Objective :-
- ② Qualification.
- ③ Experience.
- ④ Projects / Trainings.
- ⑤ Achievements.
- ⑥ Extra Curricular Activities.
- ⑦ Professional Skills / Languages.
- ⑧ Languages Known.
- (10) Hobby interest.
- (11) References.

/ Enquiry letter

- Types of letters :-
- calling quotation / Inviting quotation.
  - sending / Quotation letter.
  - order letter / placing order / confirmation letter.
  - complaint / claim.
  - Adjustment

Enquiry are of two types.

- ① Solicited Enquiry.
- ② Unsolicited Enquiry.

Any information or enquiry against the advertisement is known as solicited enquiry.

Enquiry by customer is known as unsolicited enquiry.

- ① Enquiry letter content:-
- ① Rate / Price
  - ② Mode of Payment

About down payment  
Name of banks  
Installment  
for transaction

- ③ Mode of Transportation.
- ④ Padding charges
- ⑤ Installation charges
- ⑥ Accessories provided.
- ⑦ Validity of Quotation.
- ⑧ Date of delivery
- ⑨ Warrantly.
- ⑩ Discount.

⑪ Quotation letter contents:-

Manufacturer / Dealer / Company.

- ① Answer every query.
- ② Terms and conditions of company.
- ③ Concluding para

④ Order letter contents:-

- ① Order - quantity / quality, (Brand)  
Configuration.