

FIRST SEMESTER
COMMUNICATION SKILLS
[HS-113/114]
FROM ACADEMIC SESSION 2021-22
UNIT-I

Communications is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding. Communication is the key to the Directing function of management.

Importance of Communication

- 1. The Basis of Co-ordination:** The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationships amongst them. This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the organization.
- 2. Fluent Working:** A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.
- 3. The Basis of Decision Making:** Proper communication provides information to the manager that is useful for decision making. No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions.
- 4. Increases Managerial Efficiency:** The manager conveys the targets and issues instructions and allocates jobs to the subordinates. All of these aspects involve communication. Thus, communication is essential for the quick and effective performance of the managers and the entire organization.
- 5. Increases Cooperation and Organizational Peace:** The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operations.
- 6. Boosts Morale of the Employees:** Good communication helps the workers to adjust to the physical and social aspect of work. It also improves good human relations in the industry. An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.

Communications Process

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

- 1. Sender:** The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication.
- 2. Message:** It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.
- 3. Encoding:** The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

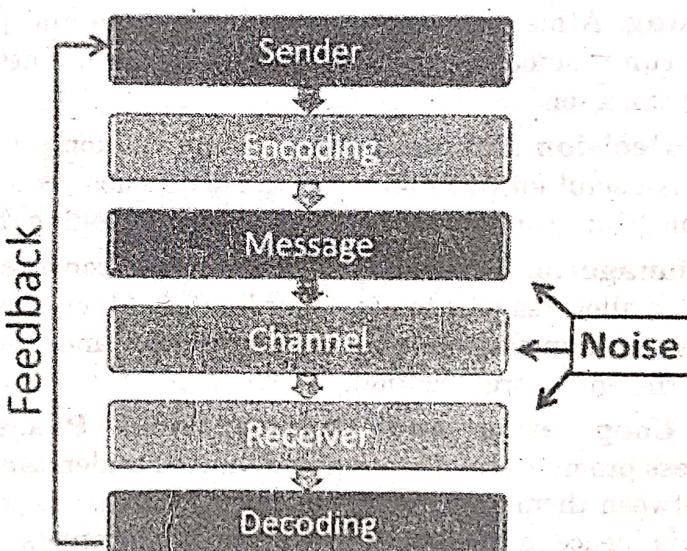
4. Medium: It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

5. Decoding: It is the process of converting the symbols into message encoded by the sender. After decoding the message is received by the receiver.

6. Receiver: He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. Feedback: Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise: It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



Attributes of Communication/Effective Communication 7C's

The following are the principles of good communication

(1) Completeness:

(i) Your business message is complete when it contains all the facts, the reader or listener needs for reaction you desire.

(ii) Communicators-senders and receivers differ in their mental filters, they are influenced by their backgrounds, viewpoints, needs, experiences, attitudes, status and emotions.

(iii) Because of these differences, communication senders need to assess their messages through the eyes of receivers to be sure they have included all relevant information.

(iv) Provide all the necessary information like WHO, WHAT, WHERE, WHEN, WHY, HOW?

(v) Answer all questions asked.

(vi) Give the extra information when desired.

(2) Clarity:

- (i) It means getting the information from your head of your reader accurately.
- (ii) The message should be put in simple terms to ensure clarity.
- (iii) Words must mean the same thing to the receiver as they do to the sender.
- (iv) The complex messages must be compressed into themes, slogans in order to ensure the clarity.

(3) Conciseness:

- (i) Conciseness is saying what you have to say in the fewest possible words without sacrificing the other C qualities.
- (ii) Eliminate wordy expressions.
- (iii) Include only relevant material i.e. stick to the purpose of the message.
- (iv) Avoid unnecessary repetition because it leads to dullness.

(4) Correctness:

- (i) At the core of correctness is proper grammar, punctuation, and spelling.
- (ii) However, a message may be perfect grammatically and mechanically but still insult or lose a customer.
- (iii) The term “CORRECTNESS” as applied to business messages, also means the following three characteristics i.e. use the right level of language, check accuracy of figures, facts, and words and maintain acceptable writing mechanics.
- (iv) Transmission of incorrect information to the superiors will lead to incorrect decision making.

(5) Concreteness:

- (i) It is an essential requirement of effective communication
- (ii) Communicating concretely means being specific, definite, and vivid rather than vague and general.
- (iii) Often it means using denotative (direct, explicit, often dictionary based) rather than connotative words (ideas or notions suggested by or associated with a word or phrase).

(6) Consideration:

- (i) It means preparing every message with the message receiver in your mind.
- (ii) You are considerate when you do not lose temper, you do not accuse, you do not charge them without facts.
- (iii) The sender should adopt the human approach and understand the sentiments and emotions of the receiver.
- (iv) The socio psychological background of the receiver must be understood.

(7) Courtesy:

- (i) It involves being aware not only of the perspective of others, but also their feelings.
- (ii) Knowing your audience allows you to use statements of courtesy.
- (iii) Be sincerely tactful, thoughtful and appreciative.
- (iv) Use expressions that show respect.
- (v) Choose non-discriminatory expressions.

Verbal Communication Skills

Verbal communication means communication through words. We use words to share thoughts, feelings and ideas with others. Words are meaningless unless the receiver understands them in the same meaning as intended by the sender. Words can be oral or written. When messages are sent through oral words, it is known as oral communication and when they are sent through written words, it is known as written communication.

Verbal communication can, thus, take two forms:

- A. Oral communication and
- B. Written communication.

A. Oral communication: Oral communication means transmission of messages through spoken words. Most of the communication takes place orally. When people meet each other, they interact face-to-face and share their thoughts. The way we talk reflects our personality, educational background, emotional state and relationship with the listener.

Oral Communication is Used

1. **By choice:** Managers transmit messages orally when they want speedy transmission of ideas.
2. **Nature of information:** Highly confidential information where evidence in writing is not to be retained is generally transmitted orally.
3. **Situation:** When receiver of information does not want to read long notices, managers transmit information orally. Oral communication can be formal and informal. Formal oral communication takes place through formal presentations, group discussions, meetings, interviews etc. Informal oral communication takes place through face-to-face conversation or telephone. Informal communication helps in maintaining healthy interpersonal relationships.

Merits of Oral Communication:

Oral communication has the following merits:

1. **Speed:** It is a fast medium of communication. It takes long to write, dispatch and receive a letter while orally, messages can be transmitted and received simultaneously. Messages can be instantly encoded, transmitted and decoded.
2. **Feedback:** The sender can receive immediate feedback from the receiver. Doubts and clarifications can be sought at the point of discussion, thus, enhances efficiency of the message. Message can be reframed for better understanding and action. While feedback is more apparent in two-way communication. In one-way communication, feedback can be provided through gestures.
3. **Synergy:** Two brains can think faster and better than one. 'One plus one makes eleven.' When people discuss matters orally, they arrive at better proposals and solutions than can be thought of by one man alone.
4. **Economical:** It is an economical means of communication. It saves time and money on stationery and administrative staff. People at distant places can be immediately connected and actions can be initiated without delay.
5. **Flexible:** If the message is not clear, sender can change his voice, words or tone to make it clear to the audience. Written words cannot be easily changed.

6. Personal touch: It adds personal touch to communication. When managers personally talk to subordinates, it carries more meaning than transmitting the same message in writing.

7. Secrecy: Secrecy can be maintained in oral communication. Confidential information is transmitted orally so that no evidence is maintained in writing.

8. Non-verbal clues: Actions speaks louder than words. The speaker can make out through actions of the receiver whether or not he has understood the message.

9. Inter-personal relations: It is an effective medium of communication to develop healthy inter-personal relations amongst superiors and subordinates. Personal meetings and discussions create healthy climate in business organisations.

Limitations of Oral Communication

Oral communication suffers from the following limitations:

(a) **Lack of evidence:** Oral communication has no proof as nothing is evidenced in writing. Matters discussed cannot be used for future reference. Thus, where references are required for decision-making, this is not a suitable medium of communication.

(b) **Limited time:** Though immediate feedback is a positive feature of oral communication, receiver has very little time to think. He may immediately say 'yes' to the proposal while actually it may not be possible for him to act upon it.

(c) **Costly:** Sometimes, meetings run for hours and end up without conclusions. This results in waste of time, money and energy. People deviate from the agenda and discuss issues not relevant to the frame of decided subject matter. It wastes time and energy to come to the point and take relevant decisions.

(d) **Lengthy messages:** When messages are lengthy, it is not a suitable medium of communication. Human memory cannot retain things for long. Both sender and receiver may not be able to recall the message, it is always better to write lengthy messages.

(e) **Geographical locations:** It is not a suitable form of communication where sender and receiver are separated by geographical distances. Talking on phone is costly and noisy. Travelling long distances for personal meetings may be costlier.

(f) **Attitudinal problems:** If sender and receiver have personal biases and prejudices against each other, oral communication becomes ineffective. They tend to find faults with others' suggestions rather than arrive at consensus.

(g) **Misunderstanding:** Fraction of inattentiveness can result in loss of important information. This results in misunderstanding and varying perception about the message conveyed.

(h) **Noise:** Oral communication is prone to noise. Disturbance in telephone lines, mike connections, faxes, interference by the third person etc. reduces the effectiveness of oral communication.

(i) **Assigning responsibility:** It is difficult to assign responsibility and hold people accountable for mistakes and inaccuracies in carrying out the messages as they are not recorded for reference.

B. Written Communication:

Written communication transmits messages, ideas and thoughts in writing with documentary proof in the form of notices, letters, circulars, hand-outs, manuals etc.

In a large organisation, managers interact with various stakeholders, like consumers, suppliers, Government, labour unions, shareholders etc.

These stakeholders are separated by wide geographical distances and, therefore, managers cannot communicate with them orally. They adopt written means of communication for smooth conduct of the organisation.

It needs lot of deliberation, effort and thinking to put a message in writing. Similar to oral communication, written communication can be used in formal and informal channels. Fax, letters, reports, notices, etc. are the usual means for transmitting messages in writing.

Merits of Written Communication:

Written communication has the following merits:

- 1. Documentary evidence:** Written communication is a record on paper. It, therefore, has evidence for future reference. Reference to any point can be made at any point of time if matters are put in writing.
- 2. Legal evidence:** If disputes arise that require judicial interpretations, written information helps in maintaining legal defence.
- 3. Better understanding:** Messages in writing can be read as many times as the reader wants to understand the message.
- 4. Well stated message:** The sender can think, analyse and take time to put the message in writing. The message is more balanced than oral communication.
- 5. Wider access:** It can reach a much larger audience and geographical coverage than oral communication. In case of mass communication, letters and newspapers can be read by a large number of people.
- 6. Responsibility:** Responsibility can be fixed in written communication as against oral communication. People can be held liable for mistakes, errors and omissions.
- 7. Uniformity:** It maintains uniformity of policies and procedures. Oral communication is liable to different interpretations but written facts clearly specify what is expected of whom.
- 8. Lasting impact:** What one reads is more lasting than what one hears. Reading messages has a lasting impact on readers.
- 9. Noise free:** It is free from noise. One can write and read at convenience. Internal (fans, people talking to each other) and external (loudspeakers, telephone disconnection) disturbances do not affect the efficiency of written communication.
- 10. Suitable for lengthy messages:** Lengthy and complex messages can be better encoded and decoded when put in writing.

Limitations of Written Communication

Written communication suffers from the following limitations:

- 1. Writing skills:** Writing is an art. Everybody cannot put messages in writing. If the sender does not have writing skills, written communication will be of little value.
- 2. Paperwork:** Putting messages in writing requires huge amount of paper work. In many departments, files get misplaced which delays the processing of information.
- 3. Time:** It is a time-consuming means of communication. It is not suitable where immediate feedback is required.

4. Different interpretations: Choice of words should be carefully made when messages are put in writing. Receiver's understanding of the words and language should be same as that of the sender.

5. Costly: It is a costly means of communication. Lot of time and money are spent on drafting and sending the message. In big organisations, separate mailing departments are maintained. Stationery and administrative costs are huge. The message should be so drafted that benefits outweigh the costs.

6. Lack of personal touch: It lacks personal touch between the sender and the receiver.

7. Lack of secrecy: Written messages cannot remain secret as they pass through a number of levels and departments.

8. Non-verbal clues: Sender cannot read facial expressions and gestures of the receiver. He cannot understand how well the receiver appreciates what he wants to convey.

9. Lack of flexibility: Written messages lack flexibility as they cannot be easily changed. Lot of time and money have to be spent on changing the message. The above discussion makes it clear that oral or written medium of communication depends upon the situation.

If information is formal that does not require personal link of sender with the receiver, it is lengthy and needs to be preserved for future reference, or is required for legal interpretations, written communication is more appropriate than oral.

If, on the other hand, information has to be given to a small number of people who are centrally located, it is confidential and does not need to be stored for future or legal reference, oral communication is more appropriate than written. Daily, routine and informal matters are generally communicated orally while important, formal and non-routine matters are communicated in writing.

Differences between Oral and Written Communications:

S. No.	Oral Communication	Written Communication
1.	It is flexible.	It is rigid or non-flexible.
2.	Responsibility cannot be easily fixed.	Responsibility can be fixed.
3.	It is liable to different interpretations.	It maintains uniformity of action.
4.	It has no documentary proof.	It has documentary proof.
5.	It can reach a limited number of audience.	It has wide access to receivers
6.	It is less costly in terms of time and money.	It is expensive.
7.	It does not have a lasting impact.	It has a lasting impact.
8.	It is suitable for sending short messages.	It is suitable for sending lengthy messages.
9.	It helps the sender to receive immediate feedback on the message.	Feedback cannot be immediately received.
10.	It adds personal touch to communication process.	It does not promote personal relationships between the sender and the receiver.

Non-Verbal Communication

'Actions speak louder than words.' Our gestures and facial expressions can express what words cannot. We do not communicate through words alone. A pat on the back or a word of praise can motivate workers to do things that oral or written instructions cannot. In fact, body movements, gestures, voice, tones etc. account for about ninety three percent of our communication. Only above seven per cent of communication is done through words.

Nonverbal communication takes place without use of words. It conveys messages through body movements and audio-visual signals. It helps to understand the mental and emotional state of the sender and receiver, form impressions about attitudes and behaviour of people and, thus, helps to improve the communication. It is a less deliberate and conscious form of communication. Gestures and expressions come on their own and reflect the effectiveness of communication.

Non-verbal communication can take the following forms:

- A. Body language (kinesics),
- B. Para language,
- C. Sign language, and
- D. Space language, time language and surroundings.

A. Body Language (kinesics): Body language is the language of body. It is the way our body communicates through its parts. Our face, eyes, posture, gesture etc. reflect our attitudes, emotions, mood, feelings (positive or negative) etc. A nod of head, blinking of eyes, waving of hands can indicate lot about our reflexes without actually speaking anything. 'Face is the index of mind.' Face can tell what we are thinking without actually saying the same.

While words speak consciously, body speaks sub-consciously. It always tells the truth. We can jumble with words but not with our body. Body also reflects our status. In a conversation of two persons, one of whom is sitting erect and tensed and the other relaxed and strong, it can be inferred that former is the subordinate and latter the superior.

"We talk with our vocal cords, but we communicate with our facial expressions, our tone of voice, our whole body."

Study of messages conveyed by our body is known as 'Kinesics'.

Our body speaks through its parts as follows:

1. Facial expression: Face expresses what is going on inside us. Face speaks what words cannot. Fear, anger, surprise, sadness, happiness etc. are reflected through our facial expressions. The forehead, eyebrows, cheeks, lips etc. reflect our inner emotions. Though not very often, facial expressions give wrong signals also. A person may be frowning because of acute headache while his co-workers may take it as a sign of resentment.

2. Eye contact: Eyes, as part of the face, express how deeply we are involved in the discussion. When two persons are talking, direct eye contact is the most effective way of expressing oneself to the other. Raised eyebrows and eyelids express surprise or excitement.

Closed eyelids may express pain or deep concentration. Fixed eyes express concentration. Long eye contact reflects interest in the subject while brief eye contact reflects disinterest. Sometimes, eyes may send wrong signals also. Red eyes reflect anger but if a person has not slept the whole night, red eyes reflect lack of sleep and not anger.

3. Head: Head position reflects confidence in the subject being discussed. Nodding of head shows that listener is understanding the speaker. Head held high is a sign of honour and self-confidence. A head bent low is a sign of modesty and politeness. In negative cases, it may even reflect shame and a sorry figure. Head posture is, thus, an important indication of non-verbal communication.

4. Gestures: Gestures are the physical movements of arms, legs, hands and head. They reflect meanings which are usually understood by everyone. Tapping foot reflects impatience, tapping finger reflects thinking, pounding fist on the table reflects anger, 'V' is a sign of victory, a blink of eyes shows acceptance and twisting of lips shows disagreement.

5. Posture: Posture is the way we carry ourselves. An erect posture reflects confidence, a bent posture reflects thinking, relaxed posture reflects balanced state of mind, sitting backwards with legs apart is a sign of disinterest. The way we sit and stand reflects our attitude towards job and the person whom we are talking to.

6. Appearance: Physical appearance, that is, the way we dress, do our hair style, wear make up, wear our shoes etc. greatly reflect our attitude towards our job and peers. Appearance is a strong form of non-verbal communication. Pleasant appearance attracts the listeners and non-pleasant appearance does not.

B. Para Language

Para means 'like' and para language means 'like language'. It is use of non-verbal communication, which is similar to language. It is closest in meaning to verbal communication. Words convey meaning through para language.

It indicates how a speaker speaks. 'Thanks' said with a sad face and 'sorry' said with a happy face do not convey the right meaning. Sarcasm, criticism, nervousness, calmness, joy, anger etc. are reflected through tone and pitch of the voice.

Para language facilitates non-verbal communication in the following ways:

1. Voice: Voice is an important indicator of our personality. A soft voice indicates calmness and hard voice indicates harshness or strictness. A clear voice indicates clarity of subject and stammering voice indicates nervousness. Clarity of voice affects effectiveness of communication.

Voice takes care of the following aspects:

(a) Pitch variation: Pitch of the voice means tone of the voice. Voice can have a high or low pitch. A person speaking at the same pitch becomes boring for listeners, howsoever interesting his subject may be. Voice modulation makes the speaker interesting. Some words also need extra stress to convey the right meaning.

High or low pitch indicates the following:

(i) Authority: People having high authority tend to speak in high tone and those subordinate to them tend to speak in low tone or pitch. High authority people who are humble by nature, however, speak in low pitch.

(ii) State of mind: People in excitement or anger speak in high tone and those in balanced mental state speak in low or soft tone. "Don't raise your voice. I'll not be convinced by your shouting" reflects high tone of a person in angry mood.

(b) Volume variation: Volume means loudness. Voice should be loud enough for audience to hear.

Volume of voice is affected by the following:

(i) **Mode of communication:** If the speaker is talking on phone, his volume has to be low but if he is addressing a seminar or conference, the volume is comparatively high.

(ii) **Size of audience:** A large audience or gathering requires high volume of the speaker and a small gathering requires low volume.

(iii) **Emphasis on words:** Certain words or sentences that need special attention are spoken at a higher volume than the rest.

(c) **Speed and pause:** Speed is a great contributor to voice. Speed has to vary with the subject matter being conveyed. Important matters should be discussed at a low speed so that no part of the information is skipped out. Routine and general information may, however, be communicated at a fast speed. Use of grammatical pauses (comma, full stop, question mark, exclamation mark etc.) increases the efficiency of speed. Punctuation marks break the speed and add powerful influences to it.

Note the change in this conversation:

A: "How are you I have not seen you for long I hope everything is fine."

B: "How are you? I have not seen you for long. I hope everything is fine."

B's communication is more powerful than that of A. Pauses make the speech powerful provided they are used at the right places.

(d) **Non-fluencies:** Non-fluencies are the pauses that are scattered at intervals over the speech to make it more interesting and understandable. Use of words like 'ok', 'all-right', 'Is it clear', 'oh', 'uh', 'um' etc. make communication effective. They add fluency to the speech. They give breathing time to both speaker and the listener. Nevertheless, their use should be made judiciously. Using too much of these words can make communication boring.

2. Proper stress on words: Proper stress on words clarify the meaning of the sentence.

(a) I am going with you: The stress is on 'T'. It means I and nobody else is going with you.

(b) I am going with you: The stress is on 'you'. It means I am going with none other than you.

Stress changes the meaning of sentences and conveys what the sender intends to convey.

3. Mixed signals: What one wants to say and how he says must correspond with each other.

A says to B: "Please switch off the light. It's been on for hours."

B gets irritated and replies: "I switched it on just half an hour ago. How do you say it's been ON for hours?"

Though A wanted to say that the light was on for quite some time, use of the word 'hours' miscommunicated the message.

'What' and 'How' of the message should go together to make communication effective.

Language can be improved by listening to good speakers and news channels on Television and Radio.

Para language is an important supplement to verbal communication. It makes verbal communication complete and effective. It tells about the personality, position, educational background and mental state of the speaker.

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However, different signals convey different meanings in different cultures. Pauses in speech are considered good by Japanese but Americans prefer fluency in speech. Receivers or listeners must, therefore, be open-minded and patient when they are listening to people of different cultures.

C. Iconics: Signs are the symbols that convey almost 50 per cent of what we want to say. Iconics is a non-verbal form of communication where sender conveys message through symbols.

Sign language can be of the following types:

1. Visual signs: Visual signs convey messages through pictures and drawings. Ancient civilisation speaks about itself through carvings and engravings on walls.

Use of posters, pictures, paintings, maps, diagrams, colours etc. is very common to convey the intended messages. Mathematical symbols like '<', '>', '=' are commonly used in solving mathematical problems. Geography and history books contain maps and charts.

Pamphlets used by tourism industry contain pictures of famous places to give a bird's eye view to the tourist. Colours are also an important indication of messages. Red generally denotes anger, white denotes peace and green denotes progress. Pictures speak what thousand words together cannot. They make communication effective by attracting attention of the listener.

Presentations in seminars and conferences make ample use of visual signs through slides and graphs. Pictures make communication interesting and also reflect cultural background of the communicator. In the business world, posters and pictures are extensively used for advertising.

However, symbols must be used cautiously when people of different cultural backgrounds are conversing with each other as different symbols could convey different meanings in different cultures. Interpretation of symbols depends upon mindset of the speaker and the listener.

2. Audio signs: Use of audio signals is an effective tool that supports non-verbal communication. Alarm clocks, siren, bells, ambulance, fire brigades and police vans have peculiar sound which convey standard meanings. The moment one hears the sound of an ambulance, one leaves way even if it is not carrying any patient. (Sound of a police van signals theft somewhere). If we have to take a 3.00 p.m. flight for which we want to get up at 12 midnight, phone alarm or alarm clock serves the purpose best.

Business houses make use of different audio signals to announce emergency, lunch break, starting of the day, end of the day, call a peon etc.

Audio signals make communication faster and effective. They are useful in time management and streamline working of the organisation. However, wrong use of such signals should be avoided, otherwise they become ineffective communicators.

Sign language, thus, cannot be a complete substitute for verbal communication in all cases. It is only an important supplement to verbal communication.

D. Space Language, Time Language and Surroundings:

The space around us, time and physical surroundings are as important non-verbal forms of communication as verbal communication.

Their importance is discussed below:

1. Space language/ Proxemics: Study of communication through space around us is known as space language or 'Proxemics'. Say, we are standing four feet away from

our boss and communicating with him. Whether we can reduce this distance or not depends upon how close and intimate we are with him.

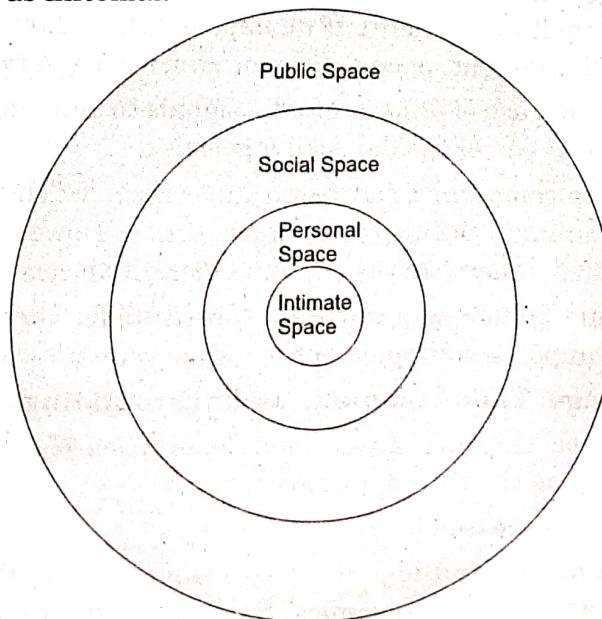
If we want to communicate with our friends and relatives, space language can specify the distance we would like to maintain with them and whom we would tolerate in that space. How close are we to the person with whom we are communicating, what is his status, what is our relationship with him, are reflected through the space or distance we maintain with him.

Edward T. Hall presents the space language through the following distances:

- (a) **Intimate space language:** This indicates a space of 18 inches between the communicators. Within this space, body language is more effective than spoken language. This space is occupied by those who are very close and intimate, like friends, relatives or official contacts. Communication in this space is usually done through eye contacts, whispers, handshakes etc. In the official context, confidential and sensitive matters are generally discussed in intimate space.
- (b) **Personal space language:** This space varies between 18 inches and 4 feet. Within this space, people talk to personal friends and visitors who may not necessarily be in very close proximity with each other. Normal conversation is carried within this space which is personal but not confidential. In official context, it may relate to important business decisions.
- (c) **Social space language:** This space varies between 4 feet and 12 feet. This is used for formal business communication. It is not affected by personal relationships, expressions and feelings. Communication is planned and dominated by reason.
- (d) **Public space language:** It is the space beyond 12 feet. It is used to convey formal messages. Speaking in large seminar halls or addressing public gatherings during elections are examples of public space language. Emotions and personal biases find no place in this form of space language.

Use of space also indicates the way people wish to interact with others. People who sit in the front are active communicators while those who sit at the back are generally listeners. They are not much interested in communication.

Though space or distance between communicators largely tells about the relationships between them, it may not always be so. A doctor and a patient, a lawyer and his client sit very close to each other while communicating but their relationship cannot be described as informal.



2. Time language/ Chronemics: 'Time is money'. Work done in time speaks a lot about the worth of the candidate. An employee who always reaches on time reflects his loyalty and interest in the job. People who value the time high are also valued high by others. Directors and secretaries of government organisations often give appointments to people to indicate value of time for them. Time taken to complete a task indicates worth of the task and the person performing that task.

Time management is a widely practiced field of management today.

Time management means a skilful handling of time. Setting aside 8 hours for rest, 8 hours for work, each one is left with 8 hours. But we can't call these eight hours as our own. Our daily chores, family, friends, relatives, social commitments, watching television, reading newspaper/magazines all these claim their own share.

As such, we hardly left with any time out of 8 hour as 'exclusively mine'.

However a judicious handing of time will provide you the time. Note that time rushes past us constantly. We must look for and collect and even hoard it minute by minute. Forget big hour-saving ideas. Concentrate instead on twenty to thirty minute time-savers. Or even ten minute time saving devices.

How can You Do it?

1. Eliminate unnecessary, slave-of-habit things.
2. Stop doing what you must the hard way; simpler is usually earlier and faster.
3. Teach yourself to do two or three things at a time without making a mess of them.
4. Fix up priorities.
5. Plan properly. Every moment spent planning helps to save three of four in execution.

By doing so you'll save 140 minutes, add a cut on rest period by 120 minutes—since what all needed is sound, quality sleep. Six hours are enough for an adult

Schlzenitsyn says, "if waste a minute, I waste an hour; if waste an hour, I waste a day; if I waste a day I waste a life time".

Then the precious 260 minutes can be utilised for:

1. Creative writing
2. Art
3. Hobbies/additional reading
4. Personality development programmes

Small Tips For Time saving

1. He who rises late may trot all day but still not overtake his business by night.
2. Answer letters briefly. No one wants to read a novel in an envelope.
3. When interrupted, try to return to work on hand immediately.
4. Do away with garrulous people, politely.
5. Do not procrastinate; it is the thief of time.
6. Fix up priorities and act accordingly.
7. Remember, 'tomorrow' is two days late for yesterday's task.
8. The more you have to do, the more you are able to accomplish, for then you learn to economise your time. stretch Yourself.
9. Be punctual and disciplined in keeping up your schedules, appointments and doing things.

Whether it is office, home, factory, industry or laboratory remember always:

- Turn your desk into a time saving work-station.
- Keep household clutter from cluttering your schedule.
- Put fax, electronic mail, computer to work for you.
- Turn travelling into usable Time.
- Delegate as much as you can to whomsoever you can, including your kids.
- Determine your peak hours and use them to get things done.
- Set aside a fixed time each day to improve yourself, your opportunities and your life.

A word of caution: In an attempt to manage time don't be stressful or tense, irritable or sick for that will foil the every purpose of TIME MANAGEMENT!!!

3. Surroundings: Surroundings represent the physical environment in which we work. A well-furnished, carpeted, softly coloured office with a well-designed layout and beautiful paintings on the walls, speaks a lot more than an office with ordinary layout and furniture. The way we decorate our homes also speaks about our taste, status and background.

Architects and structural engineers are widely consulted to give size and decoration to the rooms that can attract business clients and also provide a positive environment to people to work. Environment or physical surrounding is an important non-financial incentive that promotes organisational productivity and profitability.

BARRIES TO EFFECTIVE COMMUNICATION:

Sometimes, somewhere between the moment someone speaks and another responds, communication becomes broken. We've all been there. A conversation, or even an online chat or string of mobile texts, leads to a terrible misunderstanding and all of a sudden all hopes for reaching an agreement go right out the window.

Most Common Barriers to Effective Communication

1. Physical Barriers: this has to do with poor or outdated equipment used during communications, background noise, poor lighting, temperatures that are too hot or too cold.

2. Attitudes: emotions like anger or sadness can taint objectivity. Also being extremely nervous, having a personal agenda or "needing to be right no matter what" can make communications less than effective. This is also known as "Emotional Noise".

3. Language: this can seem like an easy one, but even people speaking the same language can have difficulty understanding each other if they are from different generations or from different regions of the same country. Slang, professional jargon and regional colloquialisms can even hurt communicators with the best intentions.

4. Physiological Barriers: ill health, poor eyesight or hearing difficulties, pain.

5. Problems with Structure Design: companies or institutions can have organization structures that are not clear, which can make communications difficult. Also to blame for faulty communications are bad information systems, and lack of supervision or training of the people involved.

6. Cultural Noise: people sometimes make stereotypical assumptions about others based on their cultural background.

7. Lack of Common Experience: it's a great idea to use examples or stories to explain a point that is being discussed. However, if the speaker and the audience cannot relate

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to these examples because they do not have the same knowledge or have not shared the same experiences then this tool will be ineffective.

8. Ambiguity and Abstractions Overuse: leaving things half-said, using too many generalizations, proverbs or sayings, can all lead to communications that are not clear and that can lend themselves to misinterpretations.

9. Information Overload: it takes time to process a lot of information and too many details can overwhelm and distract the audience from the important topics. Keep it.

10. Assumptions and Jumping to Conclusions: This can make someone reach a decision about something before listening to all the facts. All of these barriers to effective communication can either distract those involved or otherwise hinder your communications.

Socio-psychological barriers : In any organization, clear and timely communication is of utmost importance. But, organizational communication isn't always a smooth process. Sometimes there may be barriers that get in the way. A barrier in communication is basically an obstruction that doesn't allow a free or natural flow of communication to take place. Some of the most common impediments to organizational communication are socio-psychological barriers.

Socio-psychological barriers to communication refer to obstacles that employees in an organization face while communicating with one another because of differences in social or psychological factors. Socio-psychological barriers to communication include background, upbringing, professional status, language, ethnicity, religion or, as seen in the case of Rohit and Abhishek earlier, different habits. These factors create a socio-psychological barrier because they prevent employees from understanding one another fully.

A social-psychological barrier may also be a product of different temperaments, ways of processing emotions and approaches to work. These can create further conflicts or misunderstandings in the workplace and worsen the impact of socio-psychological barriers to communication.

Types of Socio-Psychological Barriers

The most important types of socio-psychological barriers to communication that you may have to deal with on a regular basis are listed and explained below:

1. **Emotions:** Emotional issues, whether within an individual or between individuals, can directly impact thinking and communication skills. Fear, anxiety, anger and other common emotions can and do hamper how you relay your messages to others as well as interpret their messages to you.

2. **Opinions and Attitudes:** Opinions and attitudes can be a major socio-psychological barrier. If you constantly disagree with a colleague on professional matters (perhaps even personal or political matters), it's quite unlikely that organizational communication between the two of you will happen seamlessly.

3. **Difference in Status:** Several socio-psychological barriers to effective communication may emerge from the different statuses that members within an organization hold. In many workplaces, employees and their seniors don't get along because the former are too reverential and the latter too distant.

4. **Attention Issues:** Socio-psychological barriers to effective communication can also be a direct outcome of attention issues, such as getting distracted too frequently, being unable to see another side of a problem or story due to a closed mind, or poor retention skills in general.

5. Distrust and Premature Evaluation: This is a frequent occurrence in organizations that require lots of interaction among employees, leading to another of the most important socio-psychological barriers to effective communication. Not trusting someone fully means being skeptical, or even hostile, to their messages, while premature evaluation or judgement towards someone clouds your understanding of what and how they wish to communicate.

How to Overcome Socio-Psychological Barriers to Effective Communication

Here are some useful suggestions you can implement to resolve most, if not all, socio-psychological barriers to communication that we've discussed so far:

- Try to be as broad-minded as possible. Focus not just on what someone means in a message but what they could've meant and how their message might have been misunderstood.
- Develop your social skills with your fellow employees so that you enjoy a healthy rapport with them.
- Participate in constructive training conducted by industry experts on how to use techniques like meditation, thinking pauses and open-ended conversation to overcome socio-psychological barriers.
- Try to create a working environment where everyone has an equal opportunity to express their point of view and get their message across.

Inter-cultural Barriers

In business, cross cultural communication plays a critical role in successfully carrying out business with teams and stakeholders in other areas of the globe. When communication is effective, everyone benefits from increased bandwidth, institutional knowledge, and competitive advantage. Ineffective communication however, can offend customers, partners, vendors, and employees. Some common cross -cultural barriers are discussed below:

1. Language: Misunderstandings are common among people who speak the same language, so it's not surprising that people from different cultural and linguistic backgrounds face communication barriers. Anything from the mispronunciation of a word to a lack of specificity can lead to misunderstandings. Although English is regarded as the common international language of business, not every business globally uses English on a regular basis. Employees may have more difficulty when communicating in English, which can lead to misunderstandings when taking direction, understanding level of urgency and communicating issues or concerns.

2. Stereotypes: These are assumptions made about a group of people and are applied to individuals irrespective of their personal characteristics because of their affiliation with a certain group. Stereotypes can be positive, negative or neutral. Many stereotypes are negative or even hostile and are a serious barrier to workplace communication. The concept of the stereotype is used in various contexts. For example, the distinctiveness of Chinese cultural characteristics has been recognized in the ways. Chinese are often described as: emotionally more reserved, introverted, fond of tranquillity, overly considerate, socially overcautious, habituated to self-restraint and so forth.

For example, compared with American people, English people are considered cold and not very open; Making friends with them takes a very long time; They like a certain distance when talking, etc. American is thought to be impatient and arrogant as well as friendly and tolerant. The danger is entertaining stereotypes is that an individual is thought to possess characteristics that are ascribed to the group. Obviously, not all Americans are impatient and arrogant, nor are they all friendly and tolerant. Prejudging an individual can lead to misconceptions and barriers to communication.

3. Body Language: Body language, includes all the communication through the non-verbal channel. This can include how we greet others, how we sit or stand, our facial expressions, our clothes, hair styles, tone of voice, eye movements, how we listen, how we breathe, how close we stand to others, and how we touch others. The pressure of body language can especially be felt in emotional situations where body language usually prevails over words .The study of body language is known as kinesics. Eye contact, posture and facial expressions carry different meanings throughout the world.

The ring gesture. (The tip of the thumb and the tip of a finger meeting to create a ring.)

- In America – “OK”
- In Japan -“money”
- In France -“zero or worthless”
- In Tunisia – “I’ll kill you!”

Nose: Tapping the nose is more common in Europe than in the United States. It means ‘confidential’ in England but ‘watch out!’ in Italy.

Arms: Some cultures, like the Italians, use their arms freely. Others, like the Japanese, are more reserved; in Japan it is considered impolite to gesture with broad movements of the arms.

Eye movement: In the U.S., it is important to make eye contact with someone who is speaking to you or they may think you are distracted or uninterested. However, in many Asian countries, eye contact can be a sign of disrespect or a challenge to authority.

There are many other cultural differences in body language that can create barriers to effective communication. Those include differences in facial expressions, the use of nodding to indicate agreement or understanding, and the amount of space to give someone with whom you are having a conversation.

4. Emotional Display: What is considered an appropriate display of emotion can differ from culture to culture. In some countries, displaying anger, fear or frustration in the workplace is considered inappropriate in a business setting. People from these cultures keep their emotions hidden and only discuss the factual aspects of the situation. In other cultures, participants in a discussion are expected to reveal their emotions. You can imagine what misunderstandings can arise if a businessperson displays strong emotion in the company of employees who feel that such behaviour is out of place.

5. Ethnocentrism: It is a tendency to judge other groups according to standards and values of ones own group. Ethnocentric value not only act as communication barrier but can hinder one student morale and productivity. Ethnocentrism is the assumption that the culture of one’s own group is moral, right and rational, and that other cultures are inferior. When confronted with a different culture, individuals judge it with reference to their own standards, and make no attempt to understand and evaluate it from its members’ perspective. Sometimes ethnocentrism will be combined with racism – the belief that individuals can be classified into distinct racial groups and that

there is a biologically-based hierarchy of these races. In principle, however, one can reject a different culture without in any way assuming the inherent inferiority of its members. But ethnocentrism also can create obstacles to communication with those who are culturally different from you. It can also lead to hostility toward outside groups and may blind you to seeing other perspectives, other values, other ways of doing things.

6. Prejudice: Prejudice arises from the 'pre-judging' of someone's characteristics simply because they have been categorised as belonging to a particular group. It is usually associated with negative attitudes to that group. This attitudinal barrier can be devastating for organizational communication because it can cause entire segments of the workforce to be left out on important information.

Over coming Barriers

Physical Barriers: By overcoming defects in communication system, by controlling noise, physical distance Physical Barriers can be overcome to some extent. Though we can't overcome some physical barriers such as time, distance or defects in machine we can control Physical barriers to some extent. Efforts are required by all people to overcome physical barriers.

Language Barrier: Lot of efforts are required to overcome Language Barriers. There should be respect for any language before learning new language. It requires many efforts to learn foreign language. So learning the correct pronunciation and accent and improving vocabulary [word power]we can master a language. We have to improve listening skills and then only language can be understood properly.

Psychological Barriers: It is true that psychological barriers are difficult to overcome or solve. There must be acceptance of ones mistakes or limitations. This will lead to understanding of human life. People do not accept their faults or limitations. This leads to many problems. We have to be humble and respectful towards other people. Many times the sender and the receiver are not in proper frame of mind. So this creates problems in Communication. Misunderstanding, lack of interests, mental and physical disturbance can cause problems because of that. Efforts should be taken by superior and all reporting people to overcome the problems.

Inter- Cultural Barriers: These Barriers can be overcome by proper study of other cultures. It is very much essential to learn new cultural values and observing people and accepting their cultures .We have to develop open mindedness in this regard. We have to understand the mannerisms of other people.

Characterization and Choice of Medium

Most important nature or characteristics of communication are listed below:

1. Communication involves at least two persons: Communication involves at least two persons-the sender and the receiver. The sender sends the message and is known as the communicator.

2. Communication is a two way process: Communication is essentially a two way process. It does not merely means sending and receiving messages. It is incomplete unless the message has been understood by the receiver in the same sense.

3. Purpose of communication: Message is a must. A message is the subject matter of communication. e.g., the contents of the letter or speech, order, instruction or the suggestions. A communication must convey some message. If there is no message there is no communication. The basic purpose of communication is to create a

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understanding. The receiver should understand the message sent and should respond accordingly.

4. Form of communication: Communication may take several forms e.g. order, instruction, report, queries etc. It may be verbal or written. It may be formal or informal.

5. Scope of communication: Communication pervades all human relationship. It is essential in all type of organizational and at all levels of management.

6. Communication is a dynamic process: Communication is influenced by the mood and thinking of the sender and receiver. The way a message is accepted depends upon the fact that which of the fine sensory organs of the receiver is active at that time.

7. Communication is much more than words: Communication is not merely sending or receiving facts, expressed in words. Communication may be written, italics, oral or gestural. It also involves ideas and emotions. A lot of communication is done through signs, symbols and gestures.

8. Communication's primary purpose is to motivate a response: The primary purpose of communication is to motivate, response or influence human behaviour. There is no doubt that motivation comes from within but communicator can also motivate people by good drafting of message, proper timing of communication, etc. To create understanding, communication should be relevant to the situation. It must always be remembered that communication is a means of motivating and not an end itself.

9. Communication is conversational: Communication sets up a link between facts, ideas, and thus helps the communicator and communicates to progress logically.

10. Communication is an interdisciplinary science: Communication to be effective derives knowledge from several sciences like-anthropology (study of body language), sociology (study of human behaviour), psychology (study of attitude) etc.

11. Communication may be formal or informal: Formal communication follows the formal channels provided in the organisation structure. For example, the Managing Director communicates with the departmental heads, say Finance Manager, finance manager communicates to deputy finance manager, the deputy finance manager with accounts officer and so on. In simple words, in informal communication, there is no direct communication between the Managing Director and the accounts clerks. Informal communication flows from informal channels of communication which are not provided in the organisation structure. These channels develop among members because of personal contacts through working with each other.

12. It flows up and down and also from side to side: Communication flows downward from a superior to subordinate and upward from subordinate to a superior. It also flows between two or more persons operating at the same level of authority.

Group Communication: Group communication is the act of sending and receiving messages to multiple members of a group. In a business environment, groups often use this type of communication to exchange ideas, determine goals and motivate other members. The size of groups can vary, but they typically comprise at least three members and up to 20 members. Group communication can be beneficial for groups of all sizes, from smaller focus groups to entire departments. When groups communicate effectively, they can share necessary information as they work to accomplish mutual goals.

There are many types of group communication channels, and it's important to choose a method that works for most members to ensure everyone receives and understands the

shared messages. Members of the group may have different styles of communicating, so more than one type of communication may be necessary to reach the group's mutual goals. For example, a group leader may choose to hold a weekly meeting to discuss the team's progress while also using emails to communicate on a more regular basis.

Benefits of Group Communication:-

Group communication has many benefits in the workplace, including:

- Providing a way for group members to generate ideas and solutions to achieve their common goal.
- Encouraging members to make decisions as a group.
- Creating a way for the team to build rapport with one another.
- Establishing mutual respect and understanding among group members.
- To ensure clarity and transparency about goals and expectations.

Group communication channels

Here are some common types of group communication channels:

In-person meetings: With an in-person team meeting, a group gathers in one place to discuss their progress toward a shared objective, identify opportunities for improvement and recognize the work of other team members. This type of group communication channel can be beneficial for groups with a clearly defined leader, such as a manager or project supervisor. These leaders can set the expectations for the meeting, provide an agenda and gather feedback from other group members.

Conference calls: A conference or video call functions similarly to a team meeting but allows for remote employees to join the discussion from wherever they're working. Each group member joins the call on a conference line or a video conferencing platform to discuss the task. A conference or video call works well when one person sets up the call to avoid any confusion about when or how it takes place. This communication channel can also be ideal when a group wants to communicate with other key stakeholders of the project who may work outside of their organization.

Digital messages: Digital messages sent through email or an online messaging platform can allow for a more informal type of communication between group members as compared with team meetings and conference or video calls. Through this channel, group members can send digital messages to exchange ideas, ask questions and communicate their progress. Because of the instantaneous nature of the technology, group members can share information more quickly through this channel than others. This communication channel can also be an effective choice when there is no clear group leader since everyone likely has the same access to the technology.

Memos: A memorandum, more commonly known as a memo, is a written message that one member of the group distributes to other members. Memos are a formal type of group communication and typically provide important information about the group's task. A memo usually follows a structure similar to a letter, listing the date of the memo, its intended recipients and a subject line before the message. This type of communication channel can work well when members who work in the same office need to communicate sensitive or confidential information related to their project.

Tips for Improving Group Communication

Here are some tips for establishing effective group communication within your team:

Encouraging members to participate: Encouraging members to participate in the group communication process typically feels good on the team and helps consider all of the guidelines and group characteristics.

Establishing roles and responsibilities: Establishing roles and responsibilities for each member of the team overall task helps outline the responsibilities and can oversee the work of each member while also ensuring the team reaches the goal.

Emphasizing the importance of communication: Emphasizing the importance of communication can depend on the context, but it's important to establish clear communication channels to help the team work effectively and likely to negotiate and resolve conflicts in the environment. It's also important to keep tasks to keep the team focused and productive.

Business meetings: Business meetings serve as the purpose of many group communication channels. They are used for conferencing, decision-making, and problem-solving.

- Let's take a look at some common business meeting types:
1. Status meetings
 2. Decision-making meetings
 3. Problem-solving meetings
 4. Team-building meetings
 5. Idea-sharing meetings
 6. Innovation meetings

Before planning a business meeting, it's important to consider the purpose and objectives of the meeting. There are actually several types of business meetings that you can choose from:

1. Status meetings: These are recurring team meetings that provide an update on projects and progress. They are useful for tracking the progress of a project. They can also help identify challenges and opportunities for improvement.

While these types of meetings are necessary to keep the team informed, they can also be less successful if they are not well-managed. Here are some tips for managing business meetings effectively:

Encourage open discussion: Before beginning work on a project, team members may want to come together for a discussion that encourages all members to engage in the group communication channel. By supporting open communication, members typically feel more empowered to share their thoughts and opinions with other people on the team. If there is a group leader, that person may want to establish a policy to consider all ideas from any member without immediate judgment or bias. This type of guideline may help to make members feel more comfortable communicating in the group channel.

Establish responsibilities: When working in groups, it's beneficial to ensure that each member has an individual role or responsibility so that the group can complete its overall task successfully. Take some time at the beginning of the project to set goals, outline the key steps for reaching those goals and identify the group member who can oversee each step. Setting clear, specific responsibilities for each group member may help to avoid any confusion or misunderstanding about their role on the team while also establishing accountability to keep each member working toward the shared goal.

Emphasize teamwork: When working in a group setting, the success of the team can depend on how well members work together to reach their objectives. It's important to establish a sense of teamwork so each member might feel motivated to do their part to help the group be successful. Groups that feel a sense of camaraderie may be more likely to negotiate effectively and resolve conflicts quickly and professionally. In a team environment, members may also feel more inclined to help each other with various tasks to keep the group moving toward its overall goal.

Business Meeting: A business meeting is a gathering of two or more people for the purpose of making decisions or discussing company objectives and operations. Business meetings are generally conducted in person in an office, however with the rise of video conferencing technologies, participants can join a business meeting from anywhere.

Let's take a look at the six most common types of business meetings, including:

1. Status Update Meetings
2. Decision-Making Meetings
3. Problem-Solving Meetings
4. Team-Building Meetings
5. Idea-Sharing Meetings
6. Innovation Meetings

Before planning meetings, it is necessary to identify what type of meeting it is. There is actually a huge difference between a weekly status meeting and an emergency meeting that might require urgent action.

1. Status Update Meetings: Almost every company is familiar with those recurring team meetings that were initially intended to share updates on the latest projects and make sure everyone on the team is on the same page about the process of the project. These meetings are meant to remedy any communication hiccups that may end up wasting significant amounts of time doing the same thing or facing the same challenges over and over.

While these types of meetings might not be the most fun or engaging, businesses use them to address any problems that have come up, assign tasks and make any decisions necessary to move forward effectively. Such meetings can turn into quick sync-ups and are less susceptible to dragging on past the given time frame.

2. Decision-Making Meetings: Although managers generally have the final say, the discussions around important business decisions often occur in larger groups. Smaller decisions may be made in status update meetings, but important ones will command their own dedicated meeting times.

The process of making a decision could be spread out over several different meetings so that all parties have a chance to gather information, come up with solutions and vote on how best to move forward. This can result in a lot of time tied up in meetings and communicating back and forth.

3. Problem-Solving Meetings: Similar to decision-making meetings, problem-solving meetings have a specific goal in mind. There's no standard problem-solving meeting since issues vary depending on your team and your organization, but these types of meetings are crucial nonetheless.

These meetings may be based on emergencies that need to be resolved quickly. For example, the source of the problem may not be identified yet or there could be several different priorities to manage in finding a solution to an identified problem. Either way, these meetings give colleagues the chance to brainstorm, evaluate solutions and solve the problem at hand.

4. Team-Building Meetings: Although every meeting is a chance for a team to become a little closer by engaging in banter at the beginning and gaining a stronger understanding of their counterparts, sometimes it is necessary to have a planned team-building meeting.

These meetings can be corporate events or outings for the team, department or entire company and can serve to generate some employee loyalty and engagement. They are the perfect opportunity to encourage employees to mingle and create more personal relationships that can aid the progress and growth of the organization.

5. Idea-Sharing Meetings: Sometimes it's better to have the whole group get together and share new ideas rather than distributing them in a meaty email or chaotic chat thread.

Not only do these meetings allow the speaker or presenter to go more in-depth on a topic, conversations can happen in real time and team members can ask questions. These meetings also make idea sharing interactive, giving colleagues the chance to bounce ideas off of one another, ultimately resulting in more teamwork, stronger relationship building and an engaging meeting experience. While this type of meeting can take up a great deal of time, it often results in new product ideas, expansion to new markets and ways to get ahead of the competition.

6. Innovation Meetings: Every organization needs new ideas from time to time, and innovation meetings are the standard answer to that need. It is difficult to force creativity, but you can solicit as many ideas as possible and then filter through them to find the most suitable ones.

Innovation meetings can sound obscure to attendees, but they are essential to making sure your company continues to move forward rather than retaining the same operating protocols year after year because they provide the organization a chance to try something new.

While it might feel unnecessary or obvious, defining the type of meeting you are having can guide the way your colleagues prepare for your meeting, help you establish a clear agenda and save everyone time. Here are a few tips on how to illuminate exactly what to do to turn your meetings into solid time investments.

3 Tips for Better Meetings

With most meetings taking up 65% of the day, it's important to make sure your needs are met. Most out-of-the-box solutions don't work well for everyone.

1. Set Clear Objectives: Before the meeting, make sure everyone involved knows what the objectives are. This helps ensure that the meeting stays on track and achieves its goals.

2. Encourage Open Communication: Create a comfortable environment where people feel free to speak up and share their thoughts and ideas. This can be achieved by setting aside time for Q&A sessions or encouraging匿名发言.

3. Follow Up: After the meeting, follow up with attendees to review the outcomes and discuss any action items. This helps ensure that the meeting was productive and that everyone left with a clear understanding of what needs to be done next.

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3 Tips for Making the Best Use of your Meeting Time

With most managers agreeing that meetings tend to be an unproductive use of time and 65% of them saying that meetings prevent them from completing their own work, there needs to be a better way to meet more effectively. Here are three easy ways to get the most out of every meeting.

1. Set Clear Goals: Having a clear meeting agenda will help you minimize the amount of time the meeting takes. If you have tasks that attendees need to do beforehand, send out a checklist in your meeting invite to make sure everyone attending is aware and prepared. The basic goal here is to do everything in your power ahead of time to prevent an entire team's time from being wasted.

The ideal meeting has no surprises and follows the agenda to a T. This could be a challenge since side conversations and tangents are pretty common in the conference room, so it's important to keep those off-topic conversations short you can always book another time to discuss further.

2. Run Through a Post-Meeting Recap: If you have a clear desired outcome, it is instantly clear when a meeting is a success. Afterward, managers can assess whether it achieved the desired outcome and figure out what would have made it more successful.

Sending out a quick recap of the meeting will boost the retention of information as well as clear up any miscommunications that might have occurred. You can also include any further action that your colleagues might need to take to reiterate the outcome of your meeting. Learn how to take effective meeting minutes to ensure you don't miss any important details or takeaways from your meetings.

3. Use Dependable Video Conferencing Software: Productive business meetings don't always have to be held in person with the right video conferencing solution, you can still meet face to face and have a quality meeting experience without leaving your office space. If your video conferencing tool is intuitive enough, you'll be able to share your screen, record your call and scale your meeting to guest callers across different devices seamlessly.

Keep All Meeting Types Efficient and Profitable

Meetings aren't going away any time soon, but they don't have to be so terrible! Just by defining what type of meeting you'd like to have and implementing these tips, you can keep your meetings productive and upbeat.

Do's and Don'ts of Effective Meetings

- Don't have a meeting: If the information can be covered by an e-mail, or a brief report don't have a meeting. Differentiate between the "need" for one-way information dissemination and two-way information sharing. Always ask "Is this meeting the best way to handle this?"
- Do jot down your objectives for the meeting: Finish the following sentence, "By the end of the meeting, I want the group to...." The more concrete your meeting objectives, the more focused your agenda will be. To evaluate the meeting, ask yourself "Was I successful in meeting the objective?"
- Don't invite people who do not need to attend they are busy. Limit attendance to subject matter experts and decision makers no observers. A good rule of thumb is to go over your list of attendees twice before inviting more than 8 people. The fewer the better.

- Do communicate the purpose of the meeting. This will keep the meeting on track. You do not have to pass out a written agenda, but tell attendees the purpose of the meeting and the topics that will be covered first thing. Arrange the topics from most important to least important just in case you do not get through them all.
- Do try very, very hard to keep the meeting to no more than an hour. If you cannot, consider scheduling a second meeting so you cover the subject in two shorter meetings instead of one very long one.
- Do tell participants to come prepared.
- Do start the meeting on time and end on time. Ask for help keeping the meeting on time and on track. It's okay to park a topic for discussion in a follow-up meeting.
- Don't close the meeting without a clear statement of what happens next. Next steps should tell attendees what, who and when.
- Do be polite and courteous.
- Do email a summary of the meeting if you think this is necessary. Always do a summary of the first meeting if you are going to have a follow up meeting. The summary should document the major decisions made in the meeting and next steps.
- Do avoid overlapping meetings. Did you end the first meeting with a clear statement of next steps? Did you summarize the major decisions and next steps after the first meeting? If your answer is "Yes" and "Yes", pick up the second meeting where the first meeting ended. Otherwise, you'll spend part of the second meeting going over the same ground almost as if the first meeting never happened.

Group Discussion:

Group discussion is an important activity in academic, business and administrative spheres. It is a systematic and purposeful interactive oral process. Here the exchange of ideas, thoughts and feelings take place through oral communication. The exchange of ideas takes place in a systematic and structured way. The participants sit facing each other almost in a semi-circle and express their views on the given topic/issue/problem.

How does Group Discussion differ from a Debate? Debate is competitive in nature while group discussion is a co-operative group process. In a debate, a speaker can speak either 'for' the topic or 'against' the topic whereas in a GD, the speaker can express both. The final decision or result in a debate depends on voting while in a GD, the group reaches group consensus.

Why is a group discussion an important activity at college level? As a student, it helps you to train yourself to discuss and argue about the topic given, it helps you to express your views on serious subjects and in formal situations. It improves your thinking, listening and speaking skills. It also promotes your confidence level. It is an effective tool in problem solving, decision making and personality assessment. GD skills may ensure academic success, popularity and good admission or job offer. Thus it is important to be able to take part in a GD effectively and confidently. Participants should know how to speak with confidence, how to exhibit leadership skills and how to make the group achieve the goals. The panel which normally comprises of the technical and HR (Human Resource) experts of the company will observe and evaluate the members of the team.

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The rules of the GD – the time limit, panel's expectations etc are explained after the initial introduction by the panel, soon after the topic or case to be discussed is given to the group members. The panel does not interfere during the discussion, it only observes. The panel at its discretion may provide some time to think over the topic or may ask them to start immediately. Each candidate is supposed to express their opinion either supporting or against the topic. The discussion carries on till the panel signals termination. It is left to the discretion of the panel to extend or cut short the given time. The objective of a selection in GD is mainly to check your team playing skills. You have to understand the other persons' point of view, while making your point and ensure that your team as a whole reaches a solution or agreement that is both feasible and accepted by all team members. There are four major areas of evaluation in selection GDs: subject knowledge, oral communication skills, leadership skills and team management. Subject Knowledge: Participants must possess a thorough understanding of the topic on which they are supposed to speak.

You must prepare yourself to talk on a wide range of subjects. Be abreast of the current events, national and international affairs, burning social and economical topics, scientific and environmental issues, key newspapers' controversial topics and any experience that may be expected of an educated person. As a member of the group, you are expected to contribute substantially to the discussion. The originality of your ideas, your knowledge and initiative and your approach to the topic or case contribute to your success in the group discussion. The best way to equip yourself is to read daily newspapers, good magazines, national and international journals and also watch new bulletins and informative programmes on the television. Internet is the greatest boon which provides you with everything you are looking for. The World Wide Web is a vast database of current authentic materials that present information in multimedia form and reacts instantly to a user's input. The greater your knowledge of the subject, the more enthusiastic and confident you will be during the discussion. Once you have understood the topic or issue, you should be able to generate ideas as well as organize them so that you present it well.

You will have the ability to analyze facts or information in a systematic way. A person putting forward new ideas that may work will be accepted as the natural leader of the group. The panel will observe the ideas put forward, their originality, the depth of analysis and their relevance to the topic. Problem solving skills are essential and do not hesitate to give solutions. Your approach to the case study will be observed keenly by the evaluators. Oral Communication Skills: If subject knowledge is important, communication skills is more important as without expression, the knowledge is of no use. As the exchange of ideas in a group discussion takes place through speech, one of the pre-requisites of success in a GD is the ability to speak confidently and convincingly. Good communication skills include active listening, clarity of thought and expression, apt language and proper non verbal clues. Listening Skills: One of the weaknesses of most human beings is that we love to listen to our own voice rather than listen to others. Listening is as important as speaking in a GD, unless you listen, you cannot contribute to the stated purpose of communication. It is extremely important to listen very carefully, only then you will be able to pick up the thread of discussion and continue. Only active participation as a listener in a group makes a person a good leader. A leader is identified by the panel. Clarity of thought and expression: Clarity is the art of making yourself clear to the audience. Only when your expressions are clear, you can convince your team and the panel. More than words, it is the tone in which they are spoken that conveys the message. You should not be too loud or too soft. A lively and cheerful voice

with appropriate modulations will attract the audience. Proper articulation of words, achieved through phonetic accuracy is very essential slang, and artificial accents are to be avoided.

Conduct of Meeting: Whether you're a manager, supervisor, team leader or employee, conducting a meeting gives you the opportunity to share ideas and information, collaborate with your coworkers and address important issues and goals. Knowing how to properly conduct a meeting helps you run your organization more efficiently. In this article, we explain what makes an effective meeting, how to plan a meeting, how to prepare for a meeting and how to follow up after a meeting.

What makes an effective meeting?

An effective meeting involves several elements. The more of these elements you include, the more effective your meeting. Here's what an effective meeting includes and essentially what makes them important and beneficial for the company:

- **Preparation:** Proper preparation ensures you make the most of your meeting. Create an agenda that emphasizes key points you want to address during the meeting. Keep this agenda on hand so you can reference it during the meeting and take notes as needed.
- **Delegation:** When conducting a meeting, it's important to address all key points and ensure that all voices get heard. To help you lead the meeting effectively, consider doing a roll call so you know who is in attendance and review the agenda with the attendees to help them stay focused and engaged.
- **Action plan:** To end a meeting successfully, you need an ending summary that confirms what everyone must do after the meeting's conclusion. An action plan essentially presents the next steps everyone should take.
- **Focus:** Having everyone stay focused ensures you have to address every key discussion point. Reference the agenda when you need to. It's also important to summarize the points made after each agenda item, ask if anyone has questions and move on to the next item on the agenda.
- **Engagement:** Attendees need to stay focused and entertained throughout the duration of the meeting. Having engaged participants ensures you get input from everyone, which can produce greater results for your company as a whole.
- **Planning ahead:** Scheduling the next meeting during the current one allows you to reach the most participants. It also lets them vocalize any scheduling conflicts.

How do you plan a meeting?

When it comes to meetings, make sure to have a plan in place to make the most of everyone's time. The more you prepare, the more effective your meeting. Use these steps to plan a meeting:

1. Determine the meeting's purpose: Before you set a meeting time, identify the purpose of the meeting you want to hold. Consider whether you want to solve a problem, come to a decision, share information or motivate your employees. If you don't have enough time to prepare or if you think another form of communication would work better or just as well, don't plan a meeting.

2. Create an agenda: Develop an agenda that lays out key topics you want to cover and the order in which you want to cover them. Make sure to plan a short introduction that explains the reason for the meeting, followed by key discussion points you want to address. Allot a certain amount of time for each discussion point.

3. Choose the participants and attendees: Consider the key employees you

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need to attend the meeting. For example, you need to include the people who can help you accomplish your goals, the people who the meeting affects, key decision-makers and the people who have knowledge of a topic you're addressing. It's also important to consider the size of your meeting. If you need to solve a problem, keep your meeting small. If you need to brainstorm ideas, increase the size of your meeting to foster a greater discussion. Make sure to only invite the people that absolutely need to be there.

4. Assign roles to your participants: Once you know who you want to participate and attend, assign each participant a role. For example, you can have someone keep the time and have a facilitator guide the discussion.

5. Set a time and place to meet: Determine the time of the meeting and its location. Consider whether you want an informal gathering or something more formal. You can hold an informal meeting in a small room, whereas a conference room better suits a larger and more formal meeting. In terms of the time, make sure the meeting time works for the majority of your attendees to improve participation.

6. Send an invitation and agenda: Send out meeting invitations and the agenda so everyone knows the meeting's purpose. Consider sending an email, sending an invite via a calendar invitation or speaking with each invitee in person.

7. Decide on a decision-making process: If you need to make a decision during the meeting, decide on the best decision-making process. For example, you can have a majority vote, have people share their expertise to come to a group consensus or have a leader decide on a particular decision. Having a process helps things move along smoothly.

8. Select the tools and equipment you want to use: Consider whether you want to use productivity or collaboration tools during your meeting. For example, you can use an audio recording device or a screen-sharing platform. Deciding on this ahead of time helps you avoid technology issues during the meeting.

9. Finalize the agenda and distribute it: Make any final changes to the agenda and distribute it to the participants. This lets them review the agenda prior to the meeting, giving them an idea of what to expect.

10. Follow up with prospective attendees: If you haven't heard from certain participants regarding their attendance, get in touch with them before the meeting. It's especially important to verify the attendance of anyone you assigned a role to.

What are the best ways to prepare for a meeting?

To ensure you have an effective meeting, start preparing in advance. Preparing for a meeting helps you make the most of your time and gives you the confidence you need to conduct a successful meeting. Use these methods to help you prepare for a meeting:

- **Have an agenda:** Prepare an agenda that includes a list of topics, delegates speakers and sets aside time for each agenda item. Ask for agenda suggestions, be realistic with your time allotment for each agenda item and determine the importance of each agenda item. When you know the importance of an agenda item, you can determine whether to address it during this meeting or bring it up at a later date.
- **Ask your speakers to participate:** Prior to the meeting, ask various speakers to participate in the meeting. Speakers typically address individual objectives. Make sure to select speakers who can effectively describe the process and outcomes for various objectives.

- **Coordinate schedules:** Schedule the meeting to accommodate everyone's availability. Make sure to set a realistic meeting time. For example, having a meeting during the late afternoon hours on a Friday may not be the best time as many people are ready to head home for the weekend and won't be as focused. If not everyone can make the meeting, make sure the key employees for a project can attend and that those who couldn't make it receive notes with a summary of what occurred and what was discussed.
- **Share the agenda:** Before the meeting, circulate the agenda to the appropriate employees. Make sure everyone has a copy and knows what to expect from the meeting.
- **Send reminders:** Remind everyone of the meeting date and time ahead of time. This ensures they fit it into their schedule and remember to attend.

How do you start a meeting effectively?

Not only does the beginning of a meeting set the tone, but it also helps people feel more comfortable and willing to share their opinions and ideas. Here are some ways to start a meeting effectively:

- **Start with a brief introduction:** Greet everyone at the start of the meeting and introduce yourself. Thank them for attending and give them your name and position at the company.
- **Define the purpose of the meeting:** Explain the subject of the meeting and summarize the agenda. You can also use this time to introduce the participants and key speakers.
- **Use icebreakers:** Consider lightening the mood with an icebreaker. This can help your attendees feel more comfortable and get them to open up during the meeting. You can ask people questions to get to know them or ask fun questions to create a more comfortable environment overall.

What are the steps needed to conduct a meeting?

When it comes to meetings, not only do you need to prepare, but you also need to take certain actions to ensure its success. Here's how to conduct a meeting:

1. **Set a clear objective:** Prior to the start of the meeting, make sure you have a clearly defined purpose and objective for holding the meeting. Consider what you want the meeting to accomplish. For example, you may want to seek input from other employees or aim to arrive at a decision on a company matter.
2. **Consider your attendees:** Take time to determine who you want and need to attend the meeting. If you plan to discuss an issue or topic that involves a specific employee, make sure they're in attendance. It's also important to invite people who can provide valuable input regarding a particular agenda item.
3. **Start and end the meeting on time:** Distribute the agenda to the appropriate parties ahead of time to ensure everyone knows the meeting's start time. Set ground rules and make sure everyone knows the different time allotments. This helps everyone stay focused and ensures the meeting ends promptly.
4. **Follow your schedule:** Make sure that you not only create a clear agenda but also stick to it throughout the meeting. Ensure you get to everything you planned to cover and follow the time allotments you set for each agenda item. Consider displaying the agenda for everyone to see and follow along with during the meeting.

5. Follow up: After the conclusion of the meeting, send everyone an email highlighting what the meeting accomplished, the tasks that were delegated and the upcoming deadlines or newly established goals. This ensures all attendees know what's expected of them.

- How should you follow up after conducting a meeting?

Following up after a meeting helps remind everyone of what was discussed and what needs to happen. It essentially serves as a reminder and informs everyone who was absent what the meeting entailed. Consider these follow-up tips:

- **Share meeting minutes:** Right after the meeting, share the meeting minutes via email with all attendees and anyone who couldn't make it. Make sure to share the minutes no later than 24 hours after the meeting. The notes should record everything that happened during the meeting, including any decisions that were made and action plans that were created.
- **Check on the progress of each action item:** Make sure to check in with your team regarding their progress with the action items from the meeting. You can do this in person or via email. This ensures everyone meets their goals on time and reminds people of their responsibilities after the meeting.
- **Schedule individual meetings:** After the meeting, schedule individual meetings with project leaders or other employees in charge of the action items you established during the meeting. This allows you to speak with them directly about these action items and gives you an opportunity to check in on their progress.
- **Schedule another meeting:** At the end of the meeting, take time to schedule the next meeting. Doing this makes everyone aware of the next meeting date and gives them a chance to address any scheduling conflicts.

Role of Participants In Meeting: Whoever is the participant of the meeting must take necessary preparation before attending the meeting. In taking preparation the following points should be considered:

- Reading the agenda of the meeting and taking preparation on the points where he can make valuable contribution.
- Every participant should read carefully the notice of the meeting and other related documents in order to find the background information of the meeting.
- Arranging the necessary visual aids if needed
- If the participant is a newer one in delivering speech in the meeting, he should practice if at home.
- **Observing the other members:** In this stage, characteristics, taste, liking, disliking, attitude, feelings, the way of speaking and reaction etc. of other participants should be observed keenly. An understanding of strengths and weaknesses of other participants of the meeting enables a person to device the most effective way of dealing with them.
- **Speaking at the most appropriate time:** It is the norms of the meeting to speak at the most appropriate time. A number of good speeches go waste simply because they are not well timed. Generally, it is recommended to speak at the beginning of the point if the speaker has sufficient preparation on that point.

- **Control of anger:** In presenting the own speech and hearing the speeches of others, the members should control their tempers, annoyances, angers, emotions, excitements etc.
- **Flexible and accommodating attitude:** The members in the meeting must have an attitude to honor the opinions and outlooks of others. They should be flexible and accommodating in offering floor to others and also in hearing the speeches of others. The members should remember that flat opposition only triggers off angry reactions.
- **Not to show lecturing patronizing and condemning attitude:** In delivering the meeting none should show lecturing, advising and patronizing attitude in speech or deliver speech to pinch others or condemn others. Such attitude creates bad impression about the speaker.
- **Not to make lengthy speech:** Everybody should take active part in proceeding the meeting. This creates the meeting livelier. Therefore no member should make his speech lengthy. Lengthy speech of one may deprive others from delivering their speech.
- **Abiding by the instructions of the chairperson:** Every meeting is presided over by a chairperson. The participants of the meeting should abide by the instructions of the chairperson. They should take their seats put their signatures on the attendance sheet, cast votes and deliver speech as per the instructions of the chairperson.

Making Presentation:

Audience analysis is the process of examining information about your listeners. This type of analysis makes you to adopt your message as per the audience.

For example, if you had gone for a party the night before, you would explain the party differently to your friends and family. If you are reporting to your mother, you might say, "I had fun with my friends" To your best friend you might say "we had fun and frolic throughout night and there were thousands of people". In each of these situations, you are adapting your message to your listening audience.

There are three phases in audience analysis: (i) adaptation before (ii) during and (iii) after the speech.

(1) Adapting to your audience before you speak

When we analyze our audience, there are three ways to do this: (i) demographic analysis (ii) attitudinal analysis and (iii) environmental analysis.

(i) **Demographic analysis:** It involves age, gender, culture ethnicity, race, religion and educational level. Before delivering any speech to the audience, there are certain factors to be considered. One of the main factors is 'age'. We need to analyse the level of audience. Only through the factor of 'age' we can stoop down to their level. 'Gender' is another factor. We have to consider the ratio of men and women in the class. Also we have to make sure that we do not use any gender biased language, stereotypes or make jokes about gender. Another sensitive subject is 'religion'. We have to be very careful when we speak about different religions because people feel very strongly about their beliefs. And finally, the education background of your listeners can help your choice of vocabulary, language style, and your use of examples.

(ii) Attitudinal analysis: It addresses the audiences' attitudes, beliefs and values.

- An attitude defines what a person likes or dislikes. Whenever we chose a topic for speech, we have to find out the audiences' attitudes towards the subject.
- A belief is what you believe to be true or false. You may believe that movies destroy the minds of young teenagers.

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• A value is "a person's" beliefs or standards". It is very important to find out before your speech the attitudes of the people about your subject.

(iii) Environmental Analysis: It is an analysis on the seating arrangement, the number of people likely to attend and the room lighting.

(2) Adapting to your audience as you speak

While delivering speech if you feel that your audience is not paying attention, you can use the following tips to grab their attention.

- To get positive response from your audience:
- Try to talk more to the audience
- Tell a story
- Use examples and illustrations.
- Pause for dramatic effect
- Motivate the listeners
- Use appropriate humour
- Ask for feedback or ask questions.

Some non-verbal audience cues are:

- Eye contact – Whether the audience is looking at you
- Facial Expression – Whether are they responsive?
- Restless movement – Are they restless?
- Non-verbal responsiveness – Do they respond by nodding or shaking their heads

(3) Analysing your audience after you speak

After the speech, you can analyse the audience through the following ways. They are: (a) nonverbal (b) verbal (c) survey and (d) behavioural responses.

Visual aids make presentations :

The use of visual aids, coupled with good public speaking skill will make presentations effective. While designing the presentation, establishing the objectives, planning and organizing the material, using appropriate visual aids are the essential ingredients.

Visual aids help reaching audience through clear pictures. They multiply the audiences level of understanding of the material presented. This will not only reinforce the message but also clarify points and create excitement.

Visual aids add impact and interest to a presentation. They enable to increase the audiences understanding and retention level. With pictures, the concepts or ideas will be clear to the audience.

Visual aids are prepared to reinforce the major points, stimulate the audience and work well in the physical setting of the presentation.

Visual aids and audio-visuals include a wide variety of communication products, including flip charts, overhead transparencies, slides, audio-slide shows and video tapes. If visual aids are poorly selected or inadequately done, they will distract from what you are saying. Following are some of the tips on preparing visual aids.

Tips on Preparing Visual Aids:

- Start with an outline.
- Each visual slide should contain only a single message.
- Do not read straight from your visuals.
- Give handouts to participants of various graphic aids used in the presentation.
- Use charts and graphs to support the presentation of statistical data.

UNIT-II

Written Communication

Written communication is the most common form of business communication effective writing involves careful choice of words, their organization in correct order in sentence formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. A written communication in an organisation can be in the form of instructions, letter, memos, formal reports, rules and regulations, policy manual, information bulletins etc.

Attributes/Characteristics of Written Communication:

1. It is the most formal type of communication.
2. In an organisation, documentation of records and decision made from time are very important.
3. It acts as a permanent record and can be used for future reference.
4. It can be used as evidence in case of any litigation.
5. It can be used for circulation of information without distortions or misinterpretations.
6. Its conventional nature makes it more authentic and definite.
7. The presence of just the sender and or the receiver, is sufficient at a given point in time, to continue to process of communication.
8. It is more time consuming in comparatively too.
9. It has fewer cycles. It is true that letters lead to repeated cycles of communication yet they cannot compare with the quick succession of cycles involved in a dialog informal meeting.

Advantages of Written Communication:

1. It helps in laying down apparent principles, policies and rules for running an organisation.
2. It serves as evidence of events and proceedings.
3. It is a permanent means of communication, the message can be stored for indefinite period of time.
4. Less chances of misunderstanding and misinterpretation.
5. More reliable for transmitting lengthy, statistical data.
6. Formal and authoritative in nature.
7. Effective written communication develops and enhances an organization image.

Spoken communication: Spoken communication is the expression of an idea is the most widely used and easiest method of communication.

- Characteristics:**
1. It requires clear oral expression. The pronunciation should be clear and complete.
 2. If any misapprehension takes place, it can be rectified immediately by asking questions.
 3. Flexibility is the key feature of spoken communication.

4. Direct exchange
5. Spoken conversation, telephone
6. Messages can be recorded for later reference
7. It is more spontaneous
8. It helps to clarify doubts
9. Immediate response
10. It can be recorded for future reference
11. Since, this is a two way communication

Advantages of Spoken Communication:

1. Immediate response
3. Economical
5. Flexible
7. Group communication
9. Persuasive

Disadvantages of Spoken Communication:

1. Poor retention
3. Misunderstanding
5. Lack of record

Advantages of Formal Communication:

1. Formal communication
3. Properly defined channels
5. Properly communicated

Disadvantages of Formal Communication:

1. Downward communication. It is a one-way communication.

Advantages of Informal Communication:

2. Upward communication

Disadvantages of Informal Communication:

3. Horizontal communication
4. Diagonal communication

4. Direct exchange of message between sender and receiver.

5. Spoken communication can occur in various ways for example face to face conversation, telephonic, meeting, conference, interview etc.

6. Messages can not be preserved if it is not recorded in a cassette or CD, on a pre-prepared condition of being free from all kinds of errors.

7. It is more suitable for illiterate people.

8. It helps to expedite work. It saves time as well as cost.

9. Immediate feedback can be received in case of oral communication.

10. It can be modified instantly if needed.

11. Since, this communication is spoken and not written, it is easy to distort the message.

Advantages of Spoken Communication:

- | | |
|------------------------|--------------------|
| 1. Immediate Feedback | 2. Time saving |
| 3. Economical | 4. Personal touch |
| 5. Flexible | 6. Secrecy/Privacy |
| 7. Group communication | 8. Effectiveness |
| 9. Persuasive Power | |

Disadvantages:

- | | |
|---------------------------|---------------------|
| 1. Poor retention | 2. No record |
| 3. Misunderstanding | 4. Lengthy Messages |
| 5. Lack of responsibility | 6. Imprecise |

Formal Communication

Formal communication refers to the flow of official information through proper channels and routes. The flow of information is controlled and needs to be properly communication. Formal communication follows a hierachial structure. formal communication can flow in following directions:

1. **Downward Communication:** This is the most stereotypical form of formal communication. The information flows from management level down to lower levels. Downward communication includes orders and instructions represented in oral or written format. Reports, emails, letters and manual communication are commonly used downward communication tools.

2. **Upward Communication:** It contains information which passes from subordinate levels up to management and senior levels. Reports, suggestions, requests, instructions and complaints are common forms of upward communication.

3. **Horizontal Communication:** It refers to communication between individuals who are at same or similar levels within an organisation but have different areas of responsibility. Horizontal communication is slightly more fluid and dependent on cross-individual communication. Typical examples exists as communication between managers of different departments such as HR, sales, marketing etc.

4. **Diagonal Communication:** This occurs when employees of different departments at different levels communicate with each other irrespective of the chain of command communication between a floor manager and a sales team is an example of diagonal communication.

Difference between American and British English

The three major differences between American and British English are:

1. **Pronunciation** - differences in both vowel and consonants, as well as intonation.
2. **Vocabulary** - differences in nouns and verbs, especially phrasal verbs and the names of specific tools or items.
3. **Spelling** - differences are generally found in certain prefix and suffixes.

Minor Grammar Differences

There are very few grammar differences between American and British English. Certainly, the words we choose might be different at times. However, generally speaking, we follow the same grammar rules. With that said, there are a few differences.

Use of the Present Perfect

In British English, the present perfect is used to express an action that has occurred in the recent past that has an effect on the present moment. For example:

I've lost my key. Can you help me look for it?

In American English, the following is also possible:

I lost my key. Can you help me look for it?

In British English, the above would be considered incorrect. However, both are generally accepted in standard American English. Other differences involving the use of the present perfect in British English and simple past in American English include already, just and yet.

British English:

I've just had lunch.

I've already seen that film.

Have you finished your homework yet?

American English:

I just had lunch OR I've just had lunch.

I've already seen that film OR I already saw that film.

Have you finished your homework yet? OR Did you finish your homework yet?

Two Forms to Express Possession

There are two forms to express possession in English: have or have got.

Do you have a car?

Have you got a car?

He hasn't got any friends.

He doesn't have any friends.

She has a beautiful new home.

She's got a beautiful new home.

While both forms are correct (and accepted in both British and American English), have got (have you got, he hasn't got, etc.) is generally the preferred form in British English, while most speakers of American English employ the have (do you have, he doesn't have etc.).

The Verb Get

The past participle of the verb get is gotten in American English.

American English: He's gotten much better at playing tennis.

British English: He's got much better at playing tennis.

"Have got" is used predominately in British English to indicate "have" in the sense of possession. Strangely, this form is also used in the United States with the British participle "got," rather than "gotten." Americans will also use "have got to" in the sense of "have to" for responsibilities.

I've got to work tomorrow.

I've got three friends in Dallas.

Vocabulary

The largest differences between British and American English lie in the choice of vocabulary. Some words mean different things in the two varieties, for example:

Mean: American English - angry, bad humored, British English - not generous, tight-fisted.

American English: Don't be so mean to your sister!

British English: She's so mean she won't even pay for a cup of tea.

If there is a difference in usage, your dictionary will note the different meanings in its definition of the term. Many vocabulary items are also used in one form and not in the other. One of the best examples of this is the terminology used for automobiles.

- American English - hood / British English - bonnet
- American English - trunk / British English - boot
- American English - truck / British English - lorry

Spelling: Here are some general differences between British and American spellings:

- Examples of words that end in -or in American English and -our in British English: color/colour, humor/humour, flavor/flavour
- Examples of words that end in -ize in American English and -ise in British English: recognize/recognise, patronize/patronise

Etiquette and Manners

Both etiquette and manners play a significant role in social interactions. The two concepts revolve around human behavior and are often used interchangeably. However, the two are different at their core and shouldn't be confused with each other.

Etiquette is a code of conduct and a set of societal rules that acts as a catalyst for positive human interactions. On the other hand, manners are behaviors that reflect a person's attitude. A key difference between etiquette and manners is that the former changes with a change in societal customs and norms, while the latter remains largely unchanged across communities.

Etiquette provides a structure within which good manners can flourish. It's good manners to follow proper etiquette. For example, etiquette may dictate the rules of talking to someone. In some cultures, this means introducing yourself properly to a stranger and shaking their hand. But in other cultures, shaking hands is frowned upon. Good manners will prompt you to say 'please' or 'thank you' when needed and not interrupt another person. These are universal courtesies.

Practicing Etiquette and Manners

The process of learning etiquette is more difficult than learning good manners. The former requires conscious effort and dedication. Moreover, etiquette changes according to customs and norms. The etiquette you display at a dinner party will be different from the way you present yourself at an office party.

Let's look at some ways to practice proper etiquette and manners:

1. Mind your Language: It's important to pay attention to the way you communicate with others. Use respectful language that makes your listeners feel valued. Say 'please' and 'thank you' to express your gratitude. Avoid speaking loudly when you're conversing with someone.

2. Be Friendly and Respectful: We must treat others with respect if we want to be treated respectfully. It's possible that someone is having a bad day and behaves rudely with you. This shouldn't prevent you from responding in a calm and composed manner. Good etiquette and manners create a culture of trust and respect, allowing you to network and collaborate with others.

3. Dress Appropriately: Every event and place has a dress code, whether you are going to your office for work or to a company retreat. Wearing appropriate attire shows that you pay attention to details. For example, you should choose formal wear if you're appearing for a job interview, but dress in traditional attire if you're going to a wedding. Appropriate clothes make you look presentable and help you meet social expectations.

4. Be on Time: A well-mannered person always arrives on time. Being on time shows that you are not only punctual but also considerate of others' time. For example, if you have an important client meeting, aim to arrive a few minutes early to allow yourself a buffer. You can prepare for the meeting, relax or think through your ideas while you wait. You will also mitigate the possibility of being late and making a bad impression.

5. Keep an Open Mind: In life, you will come across various kinds of people from different backgrounds. Not everyone will agree with what you have to say or offer. There will be times when conflicts may arise due to disagreements. For example, you may be required to work with different teams, therefore collaborating with people who have different work styles. Flexibility prevents conflicts from escalating and helps maintain a positive and courteous work environment.

Importance of Etiquette and Manners

Proper etiquette and manners are necessary for us to coexist and live in harmony. We progress as a society when we know how to behave in socially responsible ways. Let's look at the benefits of adopting good manners and etiquette:

1. You feel more comfortable being authentic when you understand how others expect you to behave. This can boost your self-confidence.
2. You tend to listen attentively and respond respectfully, which promotes effective communication with others.
3. It helps you take others' feelings into consideration and learn how to put yourself in other's shoes. This increases empathy.
4. It helps you familiarize yourself with socio-cultural norms and treat people with kindness and respect, thus strengthening social relationships.
5. You are better equipped to influence other's views when you act according to social protocols. Thus it helps you gain respect and legitimacy.

6. Good manners and proper etiquette not only help you develop personal relationships but also help strengthen your professional relationships. You can leave lasting impressions on your coworkers and clients when you know how to present the best version of yourself.

Telephone Etiquette

The way in which someone perceives their first interaction with an individual or an employee is extremely important. Telephone conversations are a preferred method of business communication because it's personal and serves as an opportunity to create a good first impression of the organization.

Phone etiquette is a way for you to showcase your manners and properly represent yourself or your business to others. Positive interactions create lasting impressions that are instrumental to business success. Telephone etiquette consists of active listening skills, choice of words and tone of voice.

Here are some telephone etiquette examples that show the difference your telephone manners make:

- We often use a friendly greeting to introduce ourselves or our businesses. We convey enthusiasm through our words.
- We adopt a confident and professional tone when interviewing for jobs.

Importance of Basic Telephone Etiquette

Before we explore ways to improve our telephone manners, let's look at the importance of proper phone etiquette:

- It reflects professionalism and appropriate conduct.
- It helps influence others and create positive impressions.
- It helps build interpersonal relationships by establishing trust and loyalty.

Developing Effective Telephone Etiquette

Now that we've established the importance of telephone etiquette, let's look at some effective ways of developing and practicing it:

1. Answer Calls Quickly: Try to answer your calls after two or three rings. Answering quickly reflects professionalism and makes your callers feel valued. In case you miss any call(s), return them as soon as possible.

2. Introduce Yourself: Whether you're reaching out to someone or it's the other way around, always introduce yourself first. Introductions and greetings break the ice and the person feels more at ease.

3. Resonate Positivity: When you communicate with a positive tone of voice, you're more likely to build rapport. It's a good idea to practice speaking in front of a mirror to fine-tune your tone.

4. Mirror Your Caller's Style: You should match the tone and style of your caller. If they want to skip formalities and get to the point, you get to the point as well. Make them feel comfortable by being on the same page.

5. Listen Actively: There may be times when there are too many distractions or you're unable to focus for some reason. Use a notebook to keep track of conversations and formulate appropriate responses using your notes.

6. Minimize Emotional Reactions: It's difficult to manage emotions, especially when someone responds rudely. Find a break in the conversation and politely excuse

yourself for a few minutes. After you've composed yourself, get back to the call and make objective statements to support your argument.

7. Ask for Permission: People feel in control of a conversation when you ask for their permission before taking any action. For example, 'may I put you on hold for a moment?' shows respect and gives control to your caller.

8. Be Confident: Confidence is key to any productive interaction. If you struggle to answer anything, use phrases like 'that's a great question' and 'I want to make sure I find the right answer for you'. Show that you're confident in your ability.

Telephone etiquette is all about optimizing what you should do or avoid, to engage successfully with people. You should also be professional at all times.

Meeting Etiquette

Etiquette refers to a complex network of unwritten rules that govern social interactions and behavior. It reflects our cultural norms, ethical codes and various social conventions. Respect, kindness and consideration are at the heart of good etiquette. We can master the rules of etiquette to build confidence, improve our social skills and progress professionally.

Meeting etiquette refers to the social conventions that govern the way we interact with others. It's a highly sought-after social skill in workplaces because efficient business meetings positively impact the productivity and success of any organization. In short, meeting etiquette refers to the standard behavior expected during work meetings. It prompts you to behave professionally and respect others' time and effort.

Golden Rules of Meeting Etiquette

Here are a few helpful rules for you to follow that encourage proper etiquette in meetings.

1. Be Punctual: Always be on time. Arrive a few minutes early for meetings so that you have a buffer period. If you find yourself running late, apologize and sit down to avoid interrupting the flow of the meeting.

2. Come Prepared: Go prepared for your meetings. Many meeting organizers send a meeting agenda beforehand to help you prepare and gauge expectations. Follow the action items on the agenda and make sure you have everything ready on your part.

3. Dress Professionally: Although many modern organizations don't enforce or mandate dress codes, you should wear appropriate attire for your meetings. Consult your manager or co-workers if you're unsure.

4. Monitor Body Language: Pay attention to your body language. Whether you're presenting or attending a meeting, you must avoid creating any distractions. For example, tapping your feet repeatedly may be annoying for the speaker.

5. Be Loud Enough: Speak up so that you're audible to everyone. If you can't get your points across clearly, unnecessary conflicts may arise. Moreover, if you speak very softly, you may be misheard or you may not be able to get your point across.

6. Keep Your Space Clean: If you were eating, drinking tea or coffee or making notes during the meeting, make sure to clear up after yourself. Wait until after the meeting to throw everything into a dustbin. You don't want to distract the speaker by making sudden movements when the meeting is in progress.

Virtual Meeting Etiquette

Work from home has become the new normal and virtual meetings have become a part of our daily work routine. Here are a few tips for maintaining proper etiquette during online meetings:

1. Test your setup before you join a meeting. Make sure that your internet connection, mic and camera are functioning properly.
2. Mute your microphone when you're not speaking. It ensures that there's no echo and you don't disrupt the flow of meetings.
3. It may be tempting to check your phone but try to avoid it so that you are alert and active at all times. Participate in discussions and show anyone who's speaking that you're respectfully listening to them.

Importance of Meeting Room Etiquette

Following proper meeting room etiquette ensures that the flow of your meeting(s) isn't interrupted. Here are some other advantages of good meeting etiquette:

1. **Improves Communication:** When you actively listen and respond to people, it shows that you're paying attention to them. They'll feel valued and are more likely to reciprocate by paying attention when you speak.
2. **Increases Productivity:** Meetings are more productive when people have an agenda to follow. They come prepared and steer the discussion based on their queries.
3. **Improves Relationships:** Meeting etiquette helps create good first impressions. When people feel confident about trusting you, it's easier to build mutually beneficial relationships.

Becoming productive and saving time for others not only reflects professionalism but also promotes the organization's reputation.

How to Introduce Yourself in an Interview

So when your interviewer asks you: "tell me a little bit about yourself," keep the following points in mind:

- If you've been contacted before by your interviewer, you could start with: "It's nice to finally meet you in person!"
- Alternatively, you might start with saying, "Thank you so much for taking the time to meet with me today..."
- Then continue with talking about relevant experience. What makes you a good fit for the position?
- Mention relevant professional information that your interviewer would want to hear about you. Why would adding you to the team be an asset?
- Make sure you research the company and find out as much as you can about it. Include in your introduction why you're interested in the company.

Here is an example of how you could introduce yourself professionally in English:
"It's so nice to finally meet you in person!"

After graduating from university, I worked in sales for a few years. But three years ago, I started working in digital media marketing and my experience in sales definitely helped. I was able to help the company consistently hit its targets and grow their brand in the industry. I know that you're looking to grow your influence online, and that's why I applied for the position..."

What your self-introduction for interview should cover

Let us break this section into the following parts:

Your Details

Introduce yourself with your full name as it appears on your certificates. You can share some background information about where you were born and raised.

For instance, you can say, "I am Himadhar Mahajan, and I come from Mumbai. I was born in Bangalore but went to schools across the country as my dad is in the army. That is also the reason why I am fluent in four languages. I have recently moved to Pune for a 3-month internship and fell in love with the city."

What to remember? Keep this section no more than three or four sentences because you will have to answer in-depth going further in the interview.

Qualifications

Although your academic details will appear on the resume, interviewers may like you to walk them through it. So, without stretching it out much, mention the main aspects, such as where you went to college and your final results. Besides, if there is something impressive, like a 98% percentile in Mathematics, make sure to bring it to their notice.

What to remember? If your job duties align with your post-degree certifications but are different from your major, you may have to explain. Expect a question framed "why should we hire you?" or "why do you think you are the right choice for the job?"

Work Experience

Perhaps you have already listed every job you ever had on your resume. Instead of sharing the same things verbally, be succinct when you talk about your career graph. Your self-introduction for interview should include significant positions you held for a long time.

Give a few instances of how you handled challenging situations or dealt with tight deadlines. This is also a good opportunity to give relevant information about your future job responsibilities. For example, you can cite how your weather backup plan came in handy when you were an assistant event planner.

What to remember? Appear confident and let the interviewer know that you understand the job role inside out. Prepare the answers for top interview questions so that you can be ready for what they may ask next.

Outside Interests

The whole purpose of a job interview is to assess whether you are suitable for the role. However, the person posing the questions doesn't always stick to technical aspects. They may want to know how you spend your time when not working. Sometimes, work can be quite tough, and it is good to have healthy outlets that can remove your stress.

For instance, taking up gardening, cooking or other hobbies shows that you have patience. If you are into sports practice or list adventurous activities like surfing as your interests, it indicates competitive spirit and risk-taking nature.

What to remember? While you can name any hobby or interest, it is better to avoid complicated issues, such as political or religious affiliations.

Your Values

You can talk about your parents, siblings and how they helped you be the person you are today. One reason to do this is to give a glimpse of your well-rounded life and that you value your personal as well as professional life.

Say, you visit your grandparents often or volunteer at the local animal rescue shelter. It shows that you are compassionate.

Future Plans

If you are just beginning your career or have years of experience, it is important to reassure the recruiter that you are looking at the long-term. Talk about your career ambitions and the goals you wish to achieve in the next five years. Here, you can talk about what drives you and from where you get the needed motivation.

What to remember? Frame the sentences so that the interviewer can put together how your plans can help you in this particular role.

Often Confusing Words

Affect/Efect: *Affect* is usually a verb: Chester's humming affected Posey's ability to concentrate. *Effect* is usually a noun: Chester was sorry for the effect his humming had.

Among/Amongst: *Among* is the preferred and most common variant of this word in American English. *Amongst* is more common in British English.

Among/Between: *Among* expresses a collective or loose relationship of several items: Chester found a letter hidden among the papers on the desk. *Between* expresses the relationship of one thing to another thing or to many other things: Posey spent all day carrying messages *between* Chester and the other students.

Assure/Ensure/Insure: *Assure* means to tell someone that something will definitely happen or is definitely true: Posey assured Chester that no one would cheat at Bingo. *Ensure* means to guarantee or make sure of something: Posey took steps to ensure that no one cheated at Bingo. *Insure* means to take out an insurance policy: Posey was glad the Bingo hall was insured against damage caused by rowdy Bingo players.

Breath/Breathe: *Breath* is a noun; it's the air that goes in and out of your lungs: Chester held his breath while Posey skateboarded down the stairs. *Breathe* is a verb; it means to exhale or inhale: After Posey's spectacular landing, Chester had to remind himself to breathe again.

Capital/Capitol: *Capital* has several meanings. It can refer to an uppercase letter, money, or a city where a seat of government is located: Chester visited Brasilia, the capital of Brazil. *Capitol* means the building where a legislature meets: Posey visited the cafe in the basement of the capitol after watching a bill become a law.

Complement/Compliment: A *complement* is something that completes something else. It's often used to describe things that go well together: Chester's lime green boots were a perfect complement to his jacket. A *compliment* is a nice thing to say: Posey received many compliments on her purple fedora.

Disinterested/Uninterested: *Disinterested* means impartial: A panel of disinterested judges who had never met the contestants before judged the singing contest. *Uninterested* means bored or not wanting to be involved with something: Posey was uninterested in attending Chester's singing class.

Defence/Defense: *Defense* is standard in American English. *Defence* is found mainly in British English.

Emigrate/Immigrate: *Emigrate* means to move away from a city or country to live somewhere else: Chester's grandfather emigrated from Canada sixty years ago. *Immigrate* means to move into a country from somewhere else: Posey's sister immigrated to Ireland in 2004.

E.g./I.e.: These two Latin abbreviations are often mixed up, but e.g. means "for example," while i.e. means "that is."

Empathy/Sympathy: *Empathy* is the ability to understand another person's perspective or feelings. *Sympathy* is a feeling of sorrow for someone else's suffering. A *sympathizer* is someone who agrees with a particular ideal or cause.

Farther/Further: *Farther* refers to physical distance: Posey can run farther than Chester. *Further* refers to metaphorical distance: Chester is further away from finishing his project than Posey is.

Flaunt/Flout: *Flaunt* means to show off: Chester flaunted his stylish new outfit. *Flout* means to defy, especially in a way that shows scorn: Posey flouted the business-casual dress code by wearing a tiara and flip-flops.

Gaff/Gaffe: A *gaff* is a type of spear or hook with a long handle: Chester completed his sailor costume with a gaff borrowed from his uncle's fishing boat. A *gaffe* is a faux pas or social misstep: Posey made a gaffe when she accidentally called Chester by the wrong name.

Gray/Grey: *Gray* is the standard American English spelling. *Grey* is the standard British English spelling.

Historic/Historical: *Historic* means famous, important, and influential: Chester visited the beach in Kitty Hawk where the Wright brothers made their historic first airplane flight. *Historical* means related to history: Posey donned a historical bonnet for the renaissance fair.

Imply/Infer: *Imply* means to hint at something without saying it directly: Chester implied that Posey was in trouble, but he wouldn't tell her why. *Infer* means to deduce something that hasn't been stated directly: Posey inferred that Chester was nervous about something from the way he kept looking over his shoulder.

It's/Its: *It's* is a contraction of "it is": Posey needs to pack for her trip because it's only two days away. *Its* is a possessive pronoun that means "belonging to it": Chester is obsessed with both the book and its author.

Lay/Lie: *To lay* means to put or to place. One way to remember this is that there is an a in both *to lay* and *to place*: Posey will lay out her outfit before she goes to bed. *To lie* means to *recline*. One way to remember this is that there is an e in both *to lie* and *to recline*: Chester will lie down for a nap. Be careful, though. The past tense of *to lay* is *laid*: Posey laid out her outfit. The past tense of *to lie* is *lay*: Chester lay down for a nap over an hour ago.

Lead/Led: *Lead*, when it rhymes with "bed," refers to a type of metal: Posey wore a lead apron while the dentist X-rayed her teeth. *Led* is the past tense of the verb *to lead*, which means to guide or to be first: Chester led the way.

Learned/Learnt: *Learned* is standard in American English. *Learnt* is standard in British English.

Loose/Lose: *Loose* is usually an adjective: Posey discovered that the cows were loose. *Lose* is always a verb. It means to misplace something or to be unvictorious in a game or contest: Chester was careful not to lose his ticket.

Principal/Principle: *Principal* can be a noun or adjective. As a noun, it refers to the person in charge of a school or organization: Posey was called into the principal's office. As an adjective, it means most important: The principal reason for this meeting is to brainstorm ideas for the theme of Chester's birthday party. A *principle* (always a noun) is a firmly held belief or ideal: Posey doesn't like surprise parties as a matter of principle.

Inquiry/Enquiry: *Inquiry* and *enquiry* both mean “a request for information.” *Inquiry* is the standard American English spelling. *Enquiry* is the British spelling.

Stationary/Stationery: *Stationary* means unmoving: The revolving door remained stationary because Posey was pushing on it the wrong way. *Stationery* refers to letter writing materials and especially to high quality paper: Chester printed his résumé on his best stationery.

Than/Then: *Than* is used for comparisons: Posey runs faster than Chester. *Then* is used to indicate time or sequence: Posey took off running, and then Chester came along and finished her breakfast.

Their/There/They're: *Their* is the possessive form of “they”: Chester and Posey took their time. *There* indicates a place: It took them an hour to get there. *They're* is a contraction of “they are”: Are Chester and Posey coming? They're almost here.

To/Too: *To* is a preposition that can indicate direction: Posey walked to school. She said hello to Chester when she saw him. *To* is also used in the infinitive form of verbs: Chester waited until the last minute to do his homework. *Too* is used as an intensifier, and also means “also”: Posey waited too long to do her homework, too.

Toward/Towards: *Toward* is standard in American English. *Towards* is standard in British English.

Who's/Whose: *Who's* is a contraction of “who is”: Who's calling Chester at this hour? *Whose* is a possessive pronoun that means “belonging to [someone]”: Chester, whose phone hadn't stopped ringing all morning, bare.

ONE WORD SUBSTITUTION

1. A life history written by somebody else — biography
2. A person who speaks two languages. — Bilingual
3. A government by a king or a queen — Monarchy
4. A traveller in space — Astronaut
5. One who does not believe in God — Atheist
6. One who believes in God — Theist
7. Love for mankind — Philanthropy
8. One who loves mankind — Philanthropist
9. That does not bear the name of the writer — Anonymous.
10. Make impure by addition of inferior substance — Adulterate.
11. One who is able to use both hands equally well — Ambidextrous.
12. An expert judge in matters of taste — Connoisseur.
13. A person in charge of a museum — Curator.
14. The who drives a car of others for salary — Chauffeur
15. A group of singers in a church — Choir
16. One who wends shoes — Cobblers

17. A place where ships are repaired or built — Dock (Dry Dock)
18. A thing that is fit to be eaten — Edible
19. Misappropriation of money — Embezzlement
20. One who owns and controls a business empire — Entrepreneur
21. Art of effective speaking — Elocution (Rhetoric)
22. A person who leaves his country & settles in another country — Emigrant
23. Wasteful in spending — Extravagant
24. A person who is controlled by his wife — Henpeck
25. One who runs away from law — Fugitive
26. Deliberate killing of whole community or race — Genocide
27. The act of killing a human being — Homicide
28. Irrational fear of water — Hydrophobia
29. Language or words used by a particular profession which is difficult for others to understand — Jargon
30. Tendency to steal things — Kleptomania
31. One who dies for the sake of one's country — Matyr
32. The study of collection of coins, bank notes or medals — Numismatics
33. One who holds traditional beliefs — Orthodox
34. A remedy for all ills — Panacea
35. To keep in isolation, for a fixed period in order to prevent infection — Quarantine
36. One who abstains from alcoholic drinks — Teetotaller
37. One who is more than a hundred years old — Centenarian
38. One who is eighty years old — Octogenarian
39. One who champions/works/speaks for the cause of women — Feminist
40. One who is sympathetic to mankind — Humanitarian
41. One who walks on foot — Pedestrian
42. One who is new to a profession — Novice
43. One who carves in stones — Sculptor
44. One who sells sweets & pastries — Confectioner
45. One who collects postage stamps — Philatelist
46. One who compiles a dictionary — lexicographer
47. One who walks in one's sleep — Somnambulist
48. One who talks in one's sleep — Somniloquist
49. One who imitates the voice & gesture of others — Mimic
50. A professional rider in horse races — Jockey
51. A place with gambling tables — Casino
52. A number of stars grouped together — Constellation
53. A medicine to counteract poison — antidote
54. An inscription on a tomb — epitaph
55. The study of mankind — anthropology
56. A hater of women — Misogynist
57. A poem of mourning — Elegy

58. A place where ancient things/works are kept — Musuem
59. A place where idols of gods are Kept — Sanctum sanctorum
60. A lover of books — bibliophile
61. A speech made without preparation — extempore
62. One who is too simple & easily deceived — Gullible
63. Extreme or irrational fear of confined places — Claustrophobia
64. Fear of spiders — Arachnophobia
65. Fear of heights — Aerophobia
66. Fear of darkness — Nyctophobia
67. One who speaks more than one language — Polyglot
68. A group of followers hired to applaud at a performance — Claque
69. Therapeutic use of sunlight — Heliotherapy
70. Study of birds — Ornithology