**Oral Communication**

**Principles of Effective Oral Communication:**

1. **Clarity**: Speak clearly, avoid jargon, and tailor your message to the audience.
2. **Brevity**: Keep your communication concise and to the point.
3. **Tone**: Use the appropriate tone to convey emotions or seriousness.
4. **Body Language**: Non-verbal cues like facial expressions, gestures, and posture complement spoken words.
5. **Engagement**: Maintain eye contact and ask questions to involve the audience.
6. **Adaptability**: Be ready to adjust your speech based on audience feedback or context.

**Techniques of Effective Speech:**

* **Voice Modulation**: Vary pitch, speed, and volume for emphasis.
* **Storytelling**: Use narratives to engage the audience.
* **Pauses**: Use silence strategically to emphasize points and let key information sink in.
* **Repetition**: Reinforce key messages for better retention.
* **Examples & Analogies**: Simplify complex ideas by relating them to familiar concepts.

**Media of Oral Communication:**

* **Face-to-face conversation**: Direct and personal; best for immediate feedback.
* **Teleconferences**: Allows virtual meetings, especially across distances.
* **Press Conferences**: Public statements to multiple journalists.
* **Demonstrations**: Show how something works.
* **Radio Recording**: Audio-only communication for a broad audience.
* **Dictaphone**: Used for recording spoken messages.
* **Meetings**: Formal gatherings for discussion and decision-making.
* **Rumour**: Informal communication, often unreliable.
* **Dramatization**: Communicates ideas through performances.
* **Public Address System**: Used to speak to a large audience.
* **Grapevine**: Informal, unofficial communication.
* **Group Discussion**: Interactive communication among multiple people.
* **Oral Report**: Verbal presentation of data or findings.
* **Closed Circuit TV**: Used for broadcasting within a specific network.

**The Art of Listening**

**Principles of Good Listening:**

1. **Active Listening**: Focus fully on the speaker, avoid distractions.
2. **Empathy**: Try to understand the speaker’s perspective.
3. **Open-mindedness**: Avoid forming judgments until you’ve heard the full message.
4. **Feedback**: Use verbal/non-verbal cues to show attentiveness.
5. **Patience**: Allow the speaker to finish before responding.
6. **Clarification**: Ask questions if something isn’t clear.

**Written Communication**

**Purpose of Writing**:

* To inform, persuade, or document.
* Writing must fulfil the intended purpose clearly and effectively.

**Clarity in Writing**:

* Avoid complex words and long sentences.
* Structure content logically.

**Principles of Effective Writing**:

1. **Clarity**: Clear ideas and language.
2. **Brevity**: Avoid unnecessary words.
3. **Coherence**: Logical flow and structure.
4. **Tone**: Formal or informal, depending on the audience.

**Writing Techniques**:

* **Drafting**: Start with rough ideas.
* **Editing**: Refine language and structure.
* **Proofreading**: Correct errors in grammar, punctuation, and style.

**Electronic Writing Process**:

* Writing using digital platforms (emails, blogs, reports).
* Requires attention to brevity and clarity due to screen reading habits.

**Business Letters & Reports**

**Need and Functions of Business Letters**:

* To communicate formally between businesses or with clients.
* Functions: inquiry, request, offer, sales, complaints, etc.

**Planning & Layout of Business Letters**:

* **Layout**: Standard format includes sender’s address, date, recipient’s address, subject, salutation, body, and closing.
* **Planning**: Identify purpose, audience, and structure the content accordingly.

**Kinds of Business Letters**:

* **Sales letters**: Persuading clients.
* **Complaint letters**: Addressing issues or grievances.
* **Inquiry letters**: Seeking information.
* **Cover letters**: Accompanying documents like résumés.

**Essentials of Effective Correspondence**:

* Clear objective, concise content, polite tone, correct grammar, and proper format.

**Reports**:

* **Purpose**: To inform, explain, or analyse specific issues or events.
* **Kinds**: Informal, formal, short, long, etc.
* **Objective**: Present data clearly for decision-making.

**Writing Reports**:

* **Structure**: Title, introduction, methodology, findings, conclusion, and recommendations.
* **Content**: Factual, well-researched, and organized.