**Oral Communication**

**Principles of Effective Oral Communication:**

1. **Clarity:** Ensure the message is clear and easily understandable.
2. **Conciseness:** Communicate without unnecessary details.
3. **Relevance:** Stick to the topic and address key points.
4. **Feedback:** Encourage feedback to ensure the message is understood.
5. **Appropriate Tone and Pitch:** Use a suitable tone and pitch to match the context.
6. **Engagement:** Keep the audience engaged through eye contact, gestures, and interaction.

**Techniques of Effective Speech:**

* **Preparation:** Know your content thoroughly before speaking.
* **Structure:** Organize the speech with a clear beginning, middle, and end.
* **Articulation:** Pronounce words clearly to avoid misunderstanding.
* **Pacing:** Maintain a good speech rhythm to keep the audience interested.
* **Body Language:** Use non-verbal cues like gestures and facial expressions to reinforce your message.

**Media of Oral Communication:**

* **Face-to-face conversations:** Direct interaction.
* **Teleconferences:** Communication over video or phone conferences.
* **Press Conferences:** Information sharing with the press.
* **Demonstrations:** Showing the audience how something works.
* **Radio Recording & Dictaphone:** Pre-recorded verbal messages.
* **Meetings & Rumours:** Formal/informal exchange of information.
* **Public Address Systems & Grapevine:** Broadcasting information to large groups.
* **Group Discussions & Oral Reports:** Interactive and report-based communication.
* **Closed-Circuit TV (CCTV):** For private or secure communication settings.

**Art of Listening:**

* **Active Listening:** Fully concentrate, understand, and respond.
* **Empathy:** Understand the speaker’s emotions.
* **Feedback:** Nod, smile, or ask clarifying questions to show engagement.

**Principles of Good Listening:**

1. **Patience:** Allow the speaker to finish before responding.
2. **Focus:** Avoid distractions and focus entirely on the speaker.
3. **Non-judgmental:** Avoid forming opinions while listening.

**Written Communication**

**Purpose of Writing:**

* To inform, persuade, or communicate ideas effectively in a documented form.

**Clarity in Writing:**

* Use simple language, avoid jargon, and structure ideas clearly.

**Principles of Effective Writing:**

1. **Simplicity:** Use straightforward language.
2. **Conciseness:** Avoid unnecessary words or complex sentences.
3. **Correctness:** Grammar, spelling, and punctuation must be accurate.
4. **Consistency:** Maintain a consistent style and tone.

**Writing Techniques:**

* **Planning:** Outline key points before writing.
* **Drafting:** Write the initial draft without worrying about perfection.
* **Editing:** Refine and correct errors in the draft.

**Electronic Writing Process:**

* Utilize digital tools (word processors, email systems) for fast, efficient communication.

**Business Letters & Reports**

**Need and Functions of Business Letters:**

* Business letters serve to communicate formally between organizations or individuals, aiming for clarity, professionalism, and prompt responses.

**Planning & Layout of Business Letters:**

* **Heading:** Sender’s address and date.
* **Inside Address:** Receiver’s address.
* **Salutation:** Respectful greeting.
* **Body:** Main content organized in paragraphs.
* **Closing:** Signature and name.

**Kinds of Business Letters:**

* Inquiry letters, order letters, complaint letters, acknowledgment letters, etc.

**Essentials of Effective Correspondence:**

* **Brevity, Accuracy,** and **Politeness.**

**Reports:**

* **Purpose:** To present information, findings, or recommendations.
* **Kinds:** Informal reports, analytical reports, research reports.
* **Objectives:** Present data clearly for decision-making.

**Writing Reports:**

* **Structure:** Title, introduction, methodology, findings, conclusions, and recommendations.