**UNIT 4 - ICS LAB**

**Public Speaking:**

Public speaking, also called oratory or oration, has traditionally meant the act of speaking face to face to a live audience. Today it includes any form of speaking (formally and informally) to an audience, including pre-recorded speech delivered over great distance by means of technology. Public speaking skills refer to the talent of effectively addressing an audience. Whether it is in front of a group of people already known or a crowd of complete strangers, the ability to communicate to them with clarity and confidence is known as public speaking skills.

, It can simply be defined as:

1. The act of delivering speeches in public.

2. The art or skill of addressing an audience effectively.

3. The process or act of performing a speech to a live audience

**Purpose of Public speaking:**

* To transmit information
* To tell a story
* To motivate people
* To encourage people
* To persuade
* To entertain
* discourse
* Combination all these

Basic elements of Public Speaking: There are five basic elements of public speaking: the communicator, message, medium, audience and the effect. It is basically “who says what in which channel to whom with what effect”. One great source of recorded public speeches is Ted Talks, which is a series of short presentations on a wide variety of topics. Ted Talks are known for attracting world-class and celebrity speakers.

**Techniques and of Public Speaking**

* Use of gestures
* Control of the voice
* Vocabulary, word choice
* Speaking notes, pitch
* Using humour
* Developing a relationship with the audience
* ‘Show of Hands’ method
* Extemporaneous and enthusiastic delivery
* Effective introduction
* Efforts to reach hearts
* Effective use of quotations
* Watch for feedback and adapt to it
* Let the personality come through
* Don’t read unless needed

**Activity: Prepare a short speech on the following topics;**

1. The prevalence of spoiled children has increased as a result of media violence.

2. Child trafficking as an unspoken issue.

3. India needs ‘brain gain’ in the place of ‘brain drain’.

**GROUP DISCUSSION**

**Group Discussion** or **GD** is a type of discussion that involves people sharing ideas or activities. People in the group discussion are connected with one basic idea. Based on that idea, everyone in the group represents his/her perspective. Owing to its importance, group discussion is used in the selection process in organisations and academic institution. It aids in problem solving, decision making and personality assessment.

Evaluation components:

* Clarity of thought and reasoning ability
* Leadership and discernment
* Openness and objectivity
* Initiative and assertiveness
* Awareness and knowledge
* Motivation and zeal
* Patience and composure
* Active listening skills
* Maturity in expression

**Types of Group Discussion:**  
**A)** **Topic-Based Group Discussions**, which are based on current affairs which prove the awareness of our environment.

**B)** **Case-studies**, which present the group with a complex business situation that requires a decision to be made. Such cases usually have multiple problems embedded in the given situation, and both the individual participants and the group are required to analyse the situation, identify the problems, and suggest a way out.  
**C)** **Abstract Group Discussions**, which are called so because they offer us no definite framework of the topic, and hence no definite direction to take in the discussion. Instead, the participants are required to interpret the topic in their own ways and demonstrate innovative thinking in doing so.

**Dos of GD:**

* Make original points and support them by substantial reasons or facts.
* Be an active listener
* Be logical and coherent in your approach
* Quote factually right information.
* Be considerate to the feelings of others.

Don’ts of GD:

* Be shy/nervous
* Interrupt others
* Be aggressive
* Be casual
* Engage in sub-group conversation.

Topics for GD:

1. Ukraine-Russia Conflict
2. Should individuals with criminal cases be allowed to stand for elections?
3. Should we change the present system of education in our country?
4. Mr. SecretKeeper is a Corporate Head (HR) in a company. He is very nice and gets along well with all people. One person (named “Mr. A”) approaches him for a job. Mr. SecretKeeper takes the guy's qualifications and asks him to come after a week however, since no job available. He keeps frequently postponing the job offer. Mr. A keeps visiting the HR head, Mr. Secret Keeper, often and becomes his close friend.  
   Then, one day, Mr. A confides with the HR Head “I was in prison for 18 years for a crime that I had not committed. With two years remaining of the sentence, I ran away from jail. Even now, police is in look out for me.” Mr. SecretKeeper tells the person to go home and that he would give him a job. However as soon as he leaves, Mr. SecretKeeper calls up the police and gives the details of Mr. A and asks them to arrest Mr. A.  
   Because of this betrayal of trust by the HR head, people in the organisation have started losing faith in him. A senior person in the office complains to the VP that the Mr. Secret Keeper has “broken faith”, so others could not come to him.  
   Assume that you are the VP of the company. What would you do about the situation?

**UNIT 5**

**INTERVIEW SKILLS**

Interview is a powerful form of interpersonal communication between two individuals. It may also be defined as a direct interaction between the candidate (employee) and the employer. The objective of interview is to assess the suitability of the candidate, make a selection and thus get the most suitable candidate.

Types of Interviews:

* Job interview
* Promotion interview
* Exit interview
* Reprimand interview
* Grievance interview
* Orientation interview

Useful tips:

* Know the organization
* Do some research on the organization
* Know the position
* Keep your papers ready
* Organize and arrange the papers that give the impression that you are not unorganized
* Dress well but don’t be unduly worried about your appearance
* Avoid wearing anything too flashy
* Avoid wearing a new or unusual dress
* Look professional without overdoing it

|  |  |
| --- | --- |
| DO’s | DON’Ts |
| Look professional | Be guided by emotions and external impressions |
| Be confident | Be immature in answering |
| Be careful about your body language | Give yes or no answers |
| Be active and show interest | Overuse gestures |
| Use simple and clear language with correct pronunciation | Interrupt or answer midway |
| Explain your views steadily and slowly | Change stances on being probed |
| Be prepared to ask questions | Bluff, boast or chew gum |

**Case Study Interviews**:

A **case interview** is a type of job interview in which the candidate must analyze and solve a problematic business scenario (“case study”). It is used to simulate the situation on-the-job and to find out if the respective candidate meets the necessary analytical and communications skills required for the profession. Case interviews are commonly and globally used during the selection processes. It is an exercise that requires a logical approach to finding the problem and appropriate solution.

FAQs:

1. Tell me about yourself.

2. Why should we hire you?

3. What are your latest achievements?

4. Can you work well under pressure and tight deadlines?

5. What do you know about our company?

6. What would be your approach for introducing a product into a foreign market? What are the risks and benefits to consider i.e. producing in your own country vs producing in the new country, etc?