

**BAS301/BAS401  
BAS301H/BAS401H**

**Technical Communication**

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**Course Objectives:**

- Students will be able to **UNDERSTAND** the nature and objective of Technical Communication relevant for the work place as Engineers.
- Students will be able to **DEVELOP** an understanding of key concepts of writing, designing and speaking.
- Students will be able to **UTILIZE** the technical writing skills for the purposes of Technical Communication and its exposure in various dimensions.
- Students will be able **BUILD UP** interpersonal communication traits that will make the transition from institution to workplace smoother and help them to excel in their jobs.
- Students will be able to **APPLY** technical communication to build their personal brand and handle crisis communication.

**Unit 1 : Fundamentals of Communication and Voice Dynamics:**

Role and Purpose of Communication, Types & Flow of Communication, Barriers to Effective Communication, 7 C's of Communication, Code and Content; Stimulus & Response, Vowel Sounds, Consonant Sounds, Tone: Rising and Falling Tone.

**Unit 2 : Communication Skills for Career Building**

CV and Résumé Writing, Interview Skills, Group Discussion, Effective Profiling, Communication and Networking: Building relationships, Writing the Statement of Purpose (SOP) for admission in Higher Studies, Seminar & Conference Paper Writing, Expert Technical Lecture: Writing and Presenting.

**Unit 3: Communication Skills for Presentation: Writing, Designing, and Speaking**

Thesis and Project Report Writing, Technical Proposal Writing, How to Pitch an Idea: Process, Preparation and Structure, Elements of Speech Delivery: Passion, Poise & Illustrations.

**Unit 4 : Communication and Leadership Development**

Leadership Communication, Communication and Social competence: context, feelings, intentions, behaviors, Providing and Receiving feedback, Difference between Tact and Intelligence, Emotional Intelligence: Trust through Communication, Thinking Skills: Meaning and Types.

**Unit 5 : Digital Communication and Personality Making**

Content Creation for Social Media: Emails, Webinars, podcasts, Blogs. Effective and Ethical use of Social Media by Text and Technique, Speech and Personality, Personality Analysis: Types of Personality; Concept of Personality: Maslow, Freud, Vivekananda, Jung Typology & Personality Assessment.

**Prescribed Books:**

1. Technical Communication – Principles and Practices by Meenakshi Raman & Sangeeta Sharma, Oxford Univ. Press, 2018, New Delhi
2. Personality Development and Soft Skills by Barun K. Mitra, OUP, 2012, New Delhi.
3. Technical Communication, by Pfeiffer, 6<sup>th</sup> edn (Pearson)
4. Soft Skills & Employability, Sabina Pillai and Agna Fernandez Cambridge University Press 2018.
5. Practical Communication: Process and Practice by L.U.B. Pandey; A.I.T.B.S.Publications India Ltd.; Krishan Nagar, 2014, Delhi.

Web link/ free resources for reference:

- <https://online.hbs.edu/blog/post/leadership-communication>
- <https://blog.hubspot.com/marketing/content-creation>
- <https://vincenttriola.com/blogs/ten-years-of-academic-writing/sigmund-freud-carl-jung-carl-rogers-abraham-maslow>
- <https://www.verywellmind.com/jungs-theory-of-personality-learning-styles-2795160>
- <https://www.humanmetrics.com/personality>
- <https://hbr.org/2022/11/how-great-leaders-communicate>

## **Unit 2**

### **Communication Skills for Career Building**

**CV and Résumé Writing, Interview Skills, Group Discussion, Effective Profiling, Communication and Networking: Building relationships, Writing the Statement of Purpose (SOP) for admission in Higher Studies, Seminar & Conference Paper Writing, Expert Technical Lecture: Writing and Presenting.**

### **CV and Résumé Writing**

#### **What is a CV?**

A CV—short for the Latin word “curriculum vitae,” meaning “course of life.” It is a detailed document highlighting your professional and academic history. CVs typically include information such as your work experience, along with your achievements, awards, scholarships or grants you’ve earned, coursework, research projects and publications of your work.

A CV is typically two or three pages long, but it’s not unusual for it to be much longer for mid-level or senior job applicants as a CV serves as a full outline of one’s career accomplishments. When it comes to CVs, though, don't cut crucial information just to save space.

#### **What is a resume?**

A resume is a formal document providing an overview of your professional background and relevant skills. Standard sections on a resume include your work history, education, a professional summary, and a list of your skills. The three resume formats are reverse chronological, functional and combined.

### **Format**

While your CV should be specific to your background and tailored to the job for which you're applying, there are several steps you can take to ensure you write an effective CV. To start, most CVs include the following sections:

- Contact information
- Academic history
- Professional experience
- Qualifications and skills
- Awards and honors
- Publications

- Professional associations
- Grants and fellowships
- Licenses and certificates
- Volunteer work
- Personal information (optional)
- Hobbies and interests (optional)

When creating your CV, consider following these steps and remember, a curriculum vitae should be as detailed as you need it to be to explain your background and credentials:

### **1. Include your contact information**

This includes your full name, phone number and email address. Including your address is optional. If you do include it, only list city, state and ZIP.

### **2. Detail your academic history in reverse-chronological order**

This section can include your post-doctoral programs, graduate school, undergraduate school and high school. Only include your most recent two educational experiences. Dates attended is only recommended if you've graduated in the past five years.

### **3. Record your professional experience**

List the company (or organization), job title and dates employed starting with your most recent job. List your job duties, your experience gained and your achievements. Start each bullet point with an action verb to demonstrate your responsibilities.

It's also best to use numbers to measure your impact when possible. This shows employers the exact results you've gained for other organizations.

For example, instead of writing "Responsible for drafting proposals on muscle cell motility studies," you might say, "Developed research proposal on structural studies of muscle cell motility in collaboration with a 6-person research team that secured a \$20K federal grant."

### **4. Include relevant skills and qualifications**

This can be part of a separate skills section. Reread the job description to highlight the most important skills employers are looking for. These can include both hard and soft skills that make you the best candidate for the job.

### **5. List honors and awards**

Use this section to outline your achievements in the field related to your application. Start with the award name followed by the year it was awarded, the organization that gave you the award

and details about the award such as how often the award is given, how many people receive it, etc.

For example:

Honors and Awards

UT Teaching Awards, 2018, 2019, 2020

Brazil Study Abroad Grant, Summer 2017

Dissertation Fellowship, 2016

## **6. Include relevant publications and presentations**

Include relevant citations of presentations, papers, studies, books or other publications important to your professional history. For publications, include authors, the date published, a summary, volume, page and DOI number. For presentations, include the title, date and location of the presentation.

For example:

Publications

Book Gonzaga, Joseph. "The Business of Affordable Housing." Princeton, NJ: Princeton University Press (forthcoming)

Peer-Reviewed Journals Gonzaga, Joseph. "The Case for Building a Life on Mars." International Journal of Astrobiology, vol. 36, no. 2, 2018, pp. 101-108.

Conference Presentations

2020. Gonzaga, Joseph. "Building in the Valley." Hispanic History Association Annual Conference, Los Angeles, CA

## **7. List your professional associations and affiliations**

This should include the name of the organization, geographic location or chapter and dates of active membership.

For example:

Memberships and Affiliations

National Society of Black Engineers (2015–Present)

German Association of Women Engineers (2016–Present)

National Association of Multicultural Engineering Program Advocates (2019–Present)

## **8. Proofread your CV for errors**

Before submitting your job application, be sure to thoroughly review your tailored CV for any errors or inconsistencies. Consider asking a trusted colleague or professional mentor to review

it as well—especially if they’re experienced in the industry you’re applying to. A second opinion can be useful in helping you craft a well-polished CV.

**Note:** Some employers, especially post-secondary institutions, may offer their own CV template and CV examples to help make sure you include all required information in the format they prefer. Before you submit your CV and application, look for any special CV guidelines the employer may have outlined. For example, some institutions may make clear you’re only to list relevant coursework, fieldwork, dissertations or professional references.

To create a resume that will get noticed by employers, you can follow a few simple steps and best practices. The main goal to keep in mind is to make your resume relevant and readable.

## **How to create a professional resume**

The following steps and examples will help you design a professional resume.

### **1. Start by choosing the right resume format**

Let’s take a closer look at the best ways to write each of these resume sections. For more inspiration when writing or updating your resume, look at resume samples from your industry and job title.

A “format” is the style and order in which you display information on your resume. There are three commonly used resume formats you can choose from depending on which is right for you: chronological (or reverse-chronological), functional or combination.

A **chronological resume format** places the professional history section first and is a good option if you have a rich professional work history with no gaps in employment.

The **functional resume format** emphasises the skills section and is a good option if you are switching industries or have some gaps in your work history.

The **combination resume format** is a good option if you have some professional experience where both skills and work history are equally important.

### **2. Include your name and contact information**

Your resume should begin with your name and contact information including your email address and phone number. You have a choice about whether to include your mailing address. Your name should be highly visible at the top of your resume with a bolded or larger font than the rest of the document but no more than a 14 point size. You might also include a link to your online portfolio if you are applying to creative positions, for example.

### **3. Add a resume summary or objective**

After your contact information, you have the option to include either a resume summary or objective statement. An objective statement quickly explains your career goals and is a good choice for those with limited professional experience such as recent college or high school graduates. A resume summary is a short statement that uses active language to describe your relevant work experience and skills.

#### **4. List your soft and hard skills**

Take a moment to consider which skills make you a great fit for the job. Review the job description and highlight keywords that you have had proven success with in the past. Consider hard (technical) and soft (interpersonal) skills, as well as transferable skills you can use when changing careers or industries.

Create a skills section with the keywords that are relevant to the employer. List any required skills like certifications or licenses first.

#### **5. List your professional history with keywords**

Write your professional history section in reverse-chronological order. Start with your most recent job and provide a short description including the company name, time period in which you were employed, your job title and a few key achievements during your time at the company. You might also include relevant learnings or growth opportunities you experienced while employed there.

When listing your professional history, you should keep a few best practices in mind.

- **Use numbers to measure your impact when possible.** Including specific numerical achievements can help employers understand your direct potential value to their company. Example: *“Developed new process for requesting supplies, reducing fulfilment time by 10%.”*
- **Use keywords from the job description.** Similar to your skills section, you should also include information from the job description in your job history bullets. For example, if the job description mentions the importance of meeting sales quotas, you could include information about how you’ve met or exceeded quotas in past roles. Example: *“Achieved goal of reaching 250% annual sales quota, winning sales MVP two quarters in a row.”*
- **Be brief.** Employers have mere seconds to review your resume, so you should keep your descriptions as concise and relevant as possible. Try removing filler words like “and” and “the”. You should also only list key achievements instead of multiple lines describing your role.

- **Use action verbs.** Make a stronger impact by using action verbs to describe your professional achievements. Some examples include “developed”, “saved”, “drove” and “managed”.

Follow the same process for other work experiences. If you do not have extensive professional history, you should also include internships and volunteer opportunities following the same format.

## **6. Include an education section**

An education section will be especially valuable if you have limited work experience (such as recent college or high school graduates) or if you are transferring to a new industry. You can include information such as:

- Relevant coursework
- Percentage or rank
- Participation in clubs or organisations
- Leadership positions held
- Awards, achievements or certifications

When writing your education section, you should include the names of the institutions, dates of attendance and your degrees or areas of study. If you are applying to mid or higher-level positions, you might remove all but the name of your school and dates of attendance to make room for more relevant professional experience on your resume.

If you have certifications or licenses that are relevant to the job description, you can include them in this section as well. To save space, you can leave off any credentials that are not directly related to the requirements of this job.

## **7. Consider adding optional sections**

If you have significant white space on your resume, consider adding an achievements or interests section. This can help supplement a shorter resume, especially for those with limited work and educational experience. Make sure that the achievements and interests you list support your career goals and are relevant to potential employers.

## **8. Format your resume**

While the layout of your resume is important, you should also take time to pay attention to formatting details like font style, font size, margins and spacing. Formatting your resume can make it look clean, professional and improve readability. This is important when attempting to keep your employer’s attention. Here are a few key tips that can help make your resume look polished.



- Make your font between 10 and 12 point size.
- Select a font that is clean and easy to read like Arial or Helvetica; avoid stylised fonts.
- Make sure your margins are 1 to 1.5 inches.
- Make your name and section headers bold or slightly bigger in font size (no more than 14 points).
- Use bullet points when listing several different pieces of information like under your education and professional history sections.

## **9. Proofread your resume**

Carefully review your resume for spelling, grammar and punctuation errors. Reading your resume backwards can help you identify errors by presenting the words in a new order. You should also ask trusted friends, colleagues, professors and family members if they can review your resume. Third-party opinions can help reveal new information you might have overlooked.

If your resume is more than one page, review for ways to consolidate or shorten each section by removing filler words or extraneous information. Two pages may be acceptable if you are applying for high-level positions or industries like healthcare or academia.

## **10. Tailor your resume for each position**

It's important to revise your resume to tailor it to each position you apply for. For each job, adjust the keywords in the skills section so that it's a great fit for what the employer needs. You should also change what you emphasise in the professional history and educational experiences sections depending on what's listed in the job description.

**Here are examples of a resume following the combination resume format.**

### **Example No. 1**

***Rishabh Seth***

*Mumbai, Maharashtra*

*(022) 234509122*

*rish.seth@email.com*

*rishabhsethgraphics.personalwebsite.com*

#### ***Summary***

*A diligent and hardworking graphic designer with expertise in key industry-leading design tools and software.*

## ***Skills***

*Graphic design and work skills: Adobe Photoshop (expert level) • Adobe InDesign (expert level) • CorelDraw (intermediate level) • Self-motivated • Creative • Hardworking*

## ***Professional History***

*Next Up Press*

*Associate Graphic Designer, August 2014–Present*

- *Created graphics for both print and online publications*
- *Worked collaboratively with editors to ensure accuracy and function of designs*
- *Enhanced key software application skills to overcome unique challenges in print graphic design*

*Level 10 Designs*

*Intern, June 2013–June 2014*

- *Utilised graphic design skills to create graphics for clients*
- *Learned key skills for Adobe Suite of products*

*Mumbai University Newspaper*

*Graphic Designer, September 2012–May 2014*

- *Designed graphics for online publication*
- *Worked with writers and editors to design graphically-unique profiles*
- *Utilised and developed Photoshop skills*

## ***Educational History***

*Mumbai University*

*August 2010–May 2014*

*B.F.A., Animation and Digital Arts | 79% (Distinction)*

## **Example No. 2**

**Kashvi Patel**

Graphic Designer

## **Personal Info**

Gender: Female

Date of birth: 8/1/1992

Phone: +12 34 56789012

E-mail: kashvi.patel@email.com

[linkedin.com/in/kashvi.a.patel](https://www.linkedin.com/in/kashvi.a.patel)

[behance.net/kashvipateldesigns](https://www.behance.net/kashvipateldesigns)

## **Summary**

Creative graphic designer with 5+ years of agency experience and excellent communication and collaboration skills. Shortlisted for the 2018 Indigo Design Award, awarded the 2020 TDC Certificate of Typographic Excellence. At Eledea Design, maintained 100% customer satisfaction. Seeking to apply my talent and skills towards producing innovative, high-quality graphic design solutions for Desginea's clients.

## **Experience**

### **Graphic Designer**

*Eledea Design, New Delhi*

November 2017–September 2021

- Developed brand guidelines for 20+ clients, including custom typefaces.
- Designed 200+ client deliverables, including logos, vector graphics, leaflets, banners, web graphics, and more.
- Consulted with clients to determine project scope and produce budget estimates for 50+ projects.
- Achieved 98% accuracy when predicting the lead time and cost of a project.

*Key achievements:*

- Maintained 100% customer satisfaction during almost 4 years on the job.
- Received the 2020 Certificate of Typographic Excellence from TDC for a typeface design project.

### **Junior Graphic Designer**

*ArtOne Studio, New Delhi*

July 2016–November 2017

- Designed web and print graphics for internal use and for the company's clients.
- Produced 20+ wireframes for client websites with UI/UX principles in mind.
- Introduced a new survey for determining client expectations, boosting customer satisfaction by 15%.
- Produced full graphics for 5 mobile apps, with 100% positive feedback from the clients and the development team.

- Gathered feedback from customers and amended designs as necessary.

## **Education**

### **BSc in Computer Science, University of Delhi**

2013–2016

- CGPA: 94%
- Relevant coursework: Digital Image Processing, Computer Graphics, Geometric Modelling, Image Editing

## **Certifications**

- Design with CorelDRAW 2020, Udemy, 2020
- Adobe Certified Associate (ACA) in Illustrator, Adobe, 2017
- Adobe Certified Expert (ACE) in InDesign, Adobe, 2017
- Adobe Certified Expert (ACE) in Photoshop, Adobe, 2016

## **Awards**

- 2020 Certificate of Typographic Excellence Award, Type Directors Club (TDC)
- Shortlisted for the 2018 Indigo Design Award, Logo Category

## **Languages**

- Hindi: native
- English: fluent
- German: minimum working proficiency

## **Skills**

- Adobe CC (Photoshop, Illustrator, and InDesign)
- CorelDraw
- Web & mobile app design
- Typeface design
- Scheduling and budgets
- UI/UX design principles
- Problem-solving
- Communication
- Colour theory
- Collaboration

**Declaration: The information stated above is true to the best of my knowledge and belief.**

## Interview Skills

An interview is essentially a structured conversation where one participant asks questions, and the other provides answers. In common parlance, the word "interview" refers to a one-on-one conversation between an interviewer and an interviewee. The interviewer asks questions to which the interviewee responds, usually providing information. That information may be used or provided to other audiences immediately or later.

Here are ten interview skills that will help you get the job.

- Do your background research.
- Be polite to everyone.
- Watch your body language.
- Watch your real language.
- Review your own resume.
- Prepare for standard questions.
- Prepare your wardrobe.

There are a multitude of interview types that serve different scenarios. Knowing what to expect can help you to meet your goals.

- **Informational Interview**

In an informational interview the objective is to seek advice and learn more about a particular employer, sector or job. Interviewing experts in their field is one more way to add to your employment knowledge base. Gaining this information means you are more prepared. It is also an excellent way of networking and adding to your contacts.

- **Screening or Telephone Interview**

Phone interviews are proving to be a more cost effective way to screen candidates. Slots range from 10 to 30 minutes. Prepare for it as if it is an open book exam. Make sure you have your CV, the job description, list of references and prepared answers noted in front of you. A large part of communication is visual and as they can't see your body language, it critical to have positive and sharp answers delivered with enthusiasm. Don't forget to ask what the next step will be.

- **Individual Interview**

Often referred to as a "personal interview" this is the most common type of interview and is usually held face to face at the company's offices. Find out the approximate length of the interview in order to prepare; they range from 30 to 90 minutes. Shorter interviews will mean

delivering concise answers that are to the point. Longer interviews allow you more time to go into detail and support your answers with examples.

- **Small Group or Committee Interview**

These interviews mean meeting a panel of decision makers at once. This can be daunting and intimidating if you are not well prepared in advance. More than one interviewer means efficiency and an opportunity for different opinions of the same answer. Try to build a rapport with each member of the panel and be sure to make eye contact with everyone not just the person asking the question. It is also worth trying to find out the names and roles of those on the panel.

- **The Second or On-Site Interview**

The second interview means you have been successful on the first occasion and they would like to know more. These interviews can be longer, some lasting half or a full-day. They often mean meeting three to five people which can include Human Resources, the line manager, office staff and the head of department. Be 'on the ball' and show enthusiasm! Try to find out as much as possible about the agenda for the day as this will go some way to making you feel less anxious about the whole process. This is usually the last stage before an offer of employment is made.

- **Behavioral-Based Interview**

Known as Critical Behavioral Interviewing (CBI), the theory is that past performance in a similar situation is the best predictor of future performance. This method of interview probes much deeper than the usual interviewing techniques. Have specific examples ready that highlight your attributes in core areas such as teamwork, problem-solving, communication, creativity, flexibility and organisational skills. Be structured in your answers and explain your examples in terms of the situation, the task, the action you took, and the outcome achieved.

- **Task Oriented or Testing Interview**

These interviews are structured in a way that allows you to demonstrate your creative and analytical abilities in problem solving through varied tasks or exercises. It may include a short test to evaluate your technical knowledge and skills. Other tasks can be delivering a presentation to a group to determine your communication skills. Relaxing is key!

- **Stress Interview**

This method of interview is rare and involves the interviewer baiting you to see your response. The aim is to highlight your weaknesses and see how you react under pressure. Tactics can vary from constant interruptions and odd silences to provoking and challenging interrogation-type questions used to push you to your limits.

## FOUR STAGES OF AN INTERVIEW

Show up to your interview early so you can relax and collect your thoughts before the interview. There are four basic components to an initial employment interview.

They are:

- 1- Introduction
- 2- Questions by the Interviewer
- 3- Questions by the Interviewee
- 4- Closing Introduction

**Introduction:** The introduction will be very short, but a very important part of the interview. Good body posture, a firm handshake, and steady eye contact should all be displayed during the introduction. Small talk will be on informal topics of discussion to gauge your spontaneity and personal interests.

**Questions by the Interviewer:** Your preparation and practice will pay off during this portion of the interview, which will be the longest part. Most interviewers will ask good, open-ended questions that will let you give information about your background. General answers, such as “I am hard working and motivated,” don’t mean anything to an interviewer until you tell them why you say that. What past experiences have you had that make you say that about yourself? If you do not understand a question, be sure to ask questions that will help you focus your answer.

**Questions by the Interviewee:** Again, this is where your preparation and practice will pay off. Prepare a list of questions for the interviewer ahead of time. Be certain you don’t ask questions that were answered in the literature or at the information session the night before. However, it is fine to ask for additional information or interpretation of information. Clarify any aspects of the position through your questions.

**Closing:** As with the introduction, the closing will be a small part of the interview, but also a very important part. Before you leave, verify contact information for the interviewer. If you have not received a business card, ask for one. Also, verify the next step in the hiring process. Will they follow up with you or should you follow up with them and how soon? Express your appreciation for the opportunity to interview and leave with a smile and a handshake.

**After the Interview:** Send a brief thank you note to the recruiter within a day or two of the interview, if you are interested in pursuing a job with that organization. In the note, thank them for their time, express excitement about the organization or position, and tell them you look

forward to hearing from them. If you do not hear from them within a specified amount of time, follow up with them.

#### **Four Final Tips for a Successful Interview:**

- Be Prepared
- Be Yourself
- Be Positive
- Be Enthusiastic

## **Group Discussion**

"Group Discussion", popularly labelled as GD, is a popular methodology used by many organizations (company, institute, business school, etc.) these days to gauge whether the candidate has certain personality traits such as interpersonal communication skills, confidence in public speaking, team spirit, leadership abilities, social behaviour and problem-solving skills. GDs form an important part of the short-listing process for recruitment or admission in a company or institution.

#### **Methodology of Conducting a GD:-**

In this methodology, there are usually 7-12 participants in a group. The group of candidates is given a topic or a situation which could be either factual, abstract or case based, and typically given some time to think and make notes about the same. After this, the group of candidates is, and then asked to discuss the topic among themselves for a specific duration ranging between 10-40 minutes (which may vary from one organization to another). While the group discusses the pertaining issue at hand, the Moderators/ Panelists silently observe each candidate on various pre-determined parameters. The Panelists assign scores to every candidate based on his/her individual performance as well as how he performed within the group.

As in a football game, where you play like a team, passing the ball to each team member and aim for a common goal, GD is also based on teamwork, incorporating views of different team members to reach a common goal. So, a group discussion refers to a communicative situation that allows its participants to share their views and opinions with other participants. It is a systematic exchange of information, views and opinions about a topic, problem, issue or situation among the members of a group who share some common objectives.

#### **Reasons for Conducting a GD:-**

Over the recent years, Group Discussion became a popular method of assessing a candidate's soft skills. The contenders who are shortlisted on basis of written exams have qualified with



their intelligence quotient, i.e., aptitude and knowledge. However, since the significance of emotional quotient arose, new tools such as GD were devised to gauge candidates' social and interpersonal skills. Organizations conduct GDs to find out whether you possess the critical qualities/skills to contribute effectively to the goal accomplishment process.

**Importance of GD:-** It helps to evaluate whether a candidate is the fit for the organization or not.

- It helps assess how a participant performs under different situations in a group.
- It helps to judge how one conceptualizes and manoeuvres his ideas through the discussion.
- It helps in analysing the candidate's attitude towards fellow members through one's communication and interpersonal skills, listening ability, humility and tolerance to others ideas.
- It helps in shedding light on candidate's leadership and managerial skills, problem-solving aptitude, creative thinking and knowledge on diverse topics.

Since, team work is an essential element of business management and corporate work-sphere, a person's ability to perform well in a GD is very critical for a successful career. A GD helps to achieve group goals as well as individual goals. The examiner can evaluate both the personality traits and group skills of candidates participating in a G.D. It is basically a situation test wherein a sample of a candidate's group worthiness and potential as a worker comes out quite explicitly.

Group Discussion forms a crucial stage in the admission process of top B-schools. Apart from knowledge, you are evaluated on the basis of your communication and group skills. Given below is a list of 15 must-know things to consider while appearing for a GD:

### **15 Do's in a GD:**

- Make sure your first entry is well planned. The first impression goes a long way in establishing your credentials. Enter the discussion with a strategy, rather than a random input.
- If you are the first speaker understand the difference between starting and initiating the discussion. Initiating is about imparting an overall direction to the discussion and panning out an agenda for the group. Starting is merely speaking for the sake of speaking.
- Establish eye contact with the key participants, but do not ignore the other participants. While the active participants need to be acknowledged more frequently, the passive ones should not be completely overlooked. You may follow Pareto's 80-20 rule here, with 80% of

the attention being given to the key participants and the balance 20% being given to the other lot.

- Use a strong voice, clear diction and correct grammar. This gives you an operational advantage.
- Try getting as many likes as possible. Eventually the discussion boils down to group dynamics and collaboration. Creating likeability may help you to navigate more effectively through the course of the discussion. However this doesn't imply lack of constructive arguments wherever required.
- Do take counter arguments gracefully and display good listening skills, projecting you as a good learner.
- Do acknowledge the previous speaker before putting across your point of view. Discussion implies an action-reaction interface. Not reacting to the preceding input may show your inability to do so.
- Do support your viewpoint with examples and facts. These will add conviction to your point of view and corroborate your stand.
- Do demonstrate an ability to look at a topic from multiple dimensions. This reflects your ability to think laterally and treat the topic in a more mature and wholesome manner.
- Do try to understand the right exit points. Please appreciate that the challenge is not to hold the main-stage all through, but to add value at appropriate points of the discussion. Your exit strategy is as crucial as the entry strategy.
- Do recapitulate the main points of the discussion when required. This helps you to consolidate the flow of the discussion at critical points and also demonstrates your ability to assimilate the view points of others.
- Do present yourself as a team player with an ability to balance individual excellence and group performance. The group discussion is not just about your perspective; you have to respond to the others' perspectives as well and enlarge the scope of the discussion.
- Address group members with respect and dignity. This shows professional courtesy and etiquettes.
- When asked to conclude, summarize the main points of discussion. The conclusion is not about what you feel about the topic; it is about what the group felt as a whole. This needs reference to the main points which emanated in that span and the overall stand of the group.
- Maintain a calm and balanced disposition throughout the discussion. This demonstrates your ability to manage stress effectively.
- 15 Don'ts in a GD

- Go through the list of things to avoid so as to crack a GD:
- Don't start for the sake of starting. This may project you as an impulsive person with lack of planning and organizing skills, which totally discounts your candidature for a management program.
- Don't speak randomly without a plan and structure. This may give an impression to the panel that you are speaking and not adding any value to the discussion.
- Don't be arrogant, overaggressive or vain. This may evince a negative attitude with poor interpersonal skills.
- Don't show a lack of attention or energy. This may show that you are indifferent to the task at hand. Kindly appreciate that energy is the capacity for doing work and any compromise on adequate energy levels will portray you as someone who is not task driven.
- Don't look at only the key speakers in the discussion. It is your responsibility to respect all members of the group. The key speakers should definitely be given more attention, but this should not imply that the passive speakers are totally neglected.
- Don't condemn or severely criticize anyone's view point. Everyone has a right to his/her opinion. It is possible that some members of the group get aggressive while expressing themselves but they need to be managed in a certain other way.
- Don't indulge in cross discussions when the main discussion is in progress. This amounts to transgression and does not conform with formal etiquettes.
- Don't form cartels to visibly monopolize the discussion. This is seen as an act of violating the essence of an open, natural discussion. This also projects you as a person vying for undue control/power.
- Don't get restless and jittery when someone counters your point. It is natural that in a discussion your point gets contradicted. You are supposed to respond with facts/examples/illustrations/logic.
- Don't get into unnecessary arguments or futile conflicts with other speakers. This will only add to the opportunity cost.
- Don't look at the panel while making a point. This may project you as an attention seeker and an insecure person.
- Don't fold your arms or cross your legs to slip into an over casual posture. It is a formal occasion and you cannot portray an informal/casual appearance/attitude.
- Don't enter your neighbour's private space while making a point. This is a violation of his/her intimate space and will be seen as a breach of a code of conduct.
- Don't over gesticulate. This may project you as an impulsive person.

- Don't scream and shout to prove your point as it negates the importance of poise and composure.

## **How to make an Effective Professional Profile and how to use Social-Media for Business to Online Reputation Management for getting yourself noticed.**

### **Before you begin**

The internet is a big place. To make it work for you, you need to cut through the noise and be noticed for the right reasons. How? By being specific with your career and personal goals. It might be tempting to dive straight in, but first, take a moment to think about your professional brand. Be clear about who you are, what you have to offer and where you want to build your **online reputation**.

### **Find your USP**

Your USP (unique selling point) is the thing that makes you different from the next person applying for the same role as you. It's what makes you stand out from the crowd, and what gives your **business profile** the edge when it comes to future potential employers.

To work out what yours is, think about what you want to be known for, what you've already achieved, and what your goals are for your career. Then, make sure your online image fits. For example, if you want to be seen as an innovator, talk about the changes you've made in your current role. If you'd rather be seen as a money generator, talk up your successes in building revenue.

### **Do your research**

Take a look at how others in your industry present themselves online. Start by Googling someone you admire and pay particular attention to where they promote themselves. Do they post on a personal blog? Do they publish articles to online journals? Are they active on Twitter? This will give you a good idea of where you should start and which platforms you can best use to your advantage.

As well as *where*, look at *how* they're promoting themselves online. Which achievements do they include in their bio? What do their posts tend to focus on? Which articles do they share?

What sort of language do they use? Understanding the different options out there will help you shape your own brand and online presence.

## **Google your name**

Most recruiters will Google you to figure out whether or not you're a suitable candidate, so it pays to know what they're likely to see. Type your own name into the search bar and go through the results, thinking about how this would look to an employer or industry professional. If you don't like what you find, now's the time to change it.

First of all, you can update the settings on your personal social media profiles to make sure only your friends can see your posts. Then, if you see something you think could damage your personal **brand reputation**, contact the relevant website and ask for it to be taken down. If you don't get a response, try mentioning the Data Protection Act to hurry the process along.

## **Creating your profile**

Now you've cleared up your social media history and decided how you want to present yourself, you can start building your **professional profile**. These days online networking is just as important as networking face to face, so presentation is key.

## **Choose a handle**

It's a good idea to keep your handle, aka your username, the same across all platforms. If you can, just use your first and last name, but if not, the less numbers and extra letters you add, the better. Bonus points if it ties into your professional email address.

What you say and share on your professional and personal social media accounts will (and should!) be entirely different, so it's important to maintain a divide between the two. Your business handle should differ from the one you use for personal accounts to avoid any crossover. This might mean that you have to tweak your title for some existing accounts, but, in the long run, it means any weekend or holiday photos are kept under wraps.

## **Write your bio**

Think of your bio as your online elevator pitch. You have your future employer's attention for 30 seconds – how do you make the most of it? Aim to give a general overview of what you're about, while keeping it short and snappy. As a guideline, your name, current job title and a

recent career achievement makes a good summary. If you're in the market for a new role, put a bit about your future goals in too so recruiters know what you're interested in hearing about.

## **Build your public image**

If you're using multiple platforms, keep your brand consistent across all of them. Use a similar bio and the same language throughout. This will give the impression that you're organised and concise, and that you know your business. Once you start posting, you can link up accounts and share your posts across them all – this is a quick way to get your content out there and build your **business reputation**.

First impressions count, so the photos you choose matter! If you don't have a professional head shot, get one taken. The type of image that'll work best will differ from industry to industry. If you're a creative, you can get away with a more artistic shot, whereas if you work in finance, your photo should look professional and presentable.

## **Follow, follow, follow**

Now you've set up your **business profile**, it's time to figure out how to start networking online. Start by going through your existing contacts and following them. Then, look at who *they're* following to see if any of them seem like the right kind of people to network with. Spotted someone who ticks the boxes? Give them a follow. Seek out industry leaders, up-and-comers and relevant publications and follow them too. **Professional networking** via social media is a great way to reach people you might not be likely to meet in person, and by getting yourself out there, you'll soon find your own followers racking up.

## **Stay up to date**

Social media is a vital way to sell yourself. If you've recently met a career goal, this is the place to shout about it. Update your profile regularly (ideally monthly) with any new achievements, awards and skills you've picked up. Not only will this keep your content fresh, it also shows recruiters and industry professionals that your head is in the game, you mean business and your career is on a skyward trajectory.

## **What to share on your professional profile**

Your professional brand isn't a static thing – it's something that grows and changes as you go through your career. As you start out, you might focus on sharing articles or ideas you find

inspiring, then as you gather experience, you'll probably find that you have a lot of interesting original ideas that you want to write up and post.

Sharing content with your followers encourages interaction, helps you to make new contacts and shows you're knowledgeable about your industry. Best of all, it doesn't have to take up too much time. Simply dedicate a couple of minutes a day to scrolling through your feeds and liking or re-sharing posts that pique your interest. It's an easy way to become part of the ongoing conversation.

## **What to post**

The type of content you post will depend on your industry, the current news in the sector, and what's important to you and your contacts. It doesn't have to be strictly business related. While it should be professional, it's fine to show some personality – in fact, it'll probably set you apart from the crowd. Don't be afraid to show some humour or personal insight into a current event. It's a great way to break the ice with new followers and start up a discussion.

### **Here are a few guidelines to stick to in order to get the most out of your posts:**

- 1. Make it relevant.** People are following you because they're interested in your specific industry or angle, so don't just post any old thing. Think about how the article you're sharing relates to your brand and add a comment if it needs to be explained.
- 2. Get personal.** Talked to a contact about an article you read? Share it. Seen a post that's relevant to something a colleague is working on? Tag them. It's all about getting out there and broadening your network.
- 3. Proofread, then proofread again.** Spelling mistakes can undermine what you're saying, even if the content is powerful. Run it through a spellchecker before you post, just to be safe.

## **What not to post**

Although social media can be a huge benefit to your career, it doesn't come without its share of risk. Beyond the obvious need to avoid posting any confidential information from your current employer, there are some guidelines that'll help you avoid tarnishing your **business reputation**:

- 1. Don't complain about your job.** Moaning about named employers isn't going to win you any brownie points – with the contacts you made there, or anyone else.

**2. Make sure everything you post is above board:** Lying is never a good look, and telling porkies on your profile – where people can easily fact-check what you say – is even worse. Stick to the truth so no worrying inconsistencies come up when you're under the microscope.

**3. Avoid anything that could be viewed as discriminatory.** The Equality Act is there to protect people in the workplace based on the following characteristics:

- Age
- Disability
- Gender
- Race
- Religion or belief

Posting anything that could be viewed as discriminatory – especially in your professional circle – will be a big red flag for anyone who might've been thinking about hiring you.

## **Create a blog**

A personal blog is a great place to post your own views on what's happening in your industry and can be a handy tool when it comes to **social network marketing**. It takes a little more upkeep than simply posting a tweet, but over time and with the right outreach, it can help you become a voice of authority in your sector.

First, decide on the topic of your blog. Lining this up with your key USP and sector will keep your online presence consistent. Then brainstorm some ideas and craft and post regular articles. Back up your views with links to sites that already have authority – this will give your voice more meaning.

You can promote your blog by reading and following others – most blog creation sites such as WordPress have functions that make this easy. Each time you upload a new post, share it via social media so your followers know where to find you.

## **Make yourself newsworthy**

This might be easier said than done, but it's not as tricky as it sounds. The way you go about it will depend on the industry you work in. Creative industries like fashion and design tend to have plenty of different awards each year that you could enter. An accolade beside your name and a story printed about your win in a trade publication will get you seen.



If your sector doesn't tend to focus on awards, think outside the box. Take a look at what online publications are talking about to see if you can contribute. Offering up a quote with your name attached is a simple but effective way to start getting yourself seen as an expert.

Medium-sized businesses will likely have a marketing team that handles external publicity for the company. Speak to your contact in the department to see what output they're working on. If you think your role is relevant, offer up a quote to go in a press release.

Alternatively, you can make your own news. If you've achieved record-breaking sales for your company, reach out to a trade journal who might want to write about it. Both offline and print publications are usually in need of new pitches to fill up column space right before print or publication day, so research which ones are relevant to your business and send them your pitch. Be sure they include, your name, job title and handle when they publish so people can find you and keep up to date with your journey.

### **Pay a PR agency**

If you're wondering **how to become well known in your community** and you're willing to pay, hiring a PR agency could be the answer. This option isn't for everyone and can be pricey, but an agency will be able to create and manage your profile, and secure you some publicity opportunities, without much leg work needed from you. This would be particularly valuable if you work in a sector that relies on online presence, for example marketing or media. Research agencies that have worked in your sector already and schedule an introductory meeting to see if you gel.

### **Take it offline**

Don't forget about your offline networking too. Getting out to industry events is just as important as gaining a new follower. Have some business cards printed with your email and social handles, and the next time you're at an industry event, hand them out. Afterwards, give the new contacts you've met a follow too. It's polite, and it'll open up your reach even further.

Another way to build a name for yourself is to speak at industry events. Start small and see if your next trade event has a five-minute speaking slot you can fill. This will help build your confidence and show you where you can offer insight so, eventually, you can speak for longer, get your name higher on the bill and become a known face in the industry.

## **Key tips for creating an online business profile**

**Here are our ten key takeaways for how to create and manage an online business profile:**

1. Think of your USP and keep it consistent across all platforms.
2. Check what a Google search brings up before you begin and remove anything you wouldn't want a recruiter to see.
3. Follow others in your industry to see how it's done and find out which platforms pay off.
4. Use a sensible, professional handle and keep your brand clean across all sites.
5. Shout about your achievements – show recruiters you mean business!
6. Follow, share and reblog others to gain online connections.
7. Think about how a blog or public speaking opportunity could help you create an authoritative presence.
8. Network offline too (but always share your social contact).
9. Update your profile and post regularly to show you're passionate about your career.
10. Remember to keep all personal and professional accounts separate.

Plenty of recruiters and business now post on social media when they have an opening, so be sure to follow companies you have an interest in. It also allows you to be found by head hunters and recruiters easily.

## **Communication and Networking: Building Relationships**

Networking isn't at the top of everyone's to-do list; it can be time-consuming, awkward at times and, depending on your networking style, draining. When your schedule is already crowded with work and family obligations, the last thing you need is to engage in small talk with strangers at yet another social gathering.

The importance of active networking, however, cannot be overstated. While networking is often confused with selling, the goal of networking is actually to develop long-term relationships and build a good reputation. A good start to achieving this is to meet and get to know people with whom you can work, and who in return, can help you as well. It is important

to note that networking is not only helpful when it comes to securing any future job faster, but also gives you an advantage during every stage of your career. The connections you make can have a long-lasting effect on the way you think or even the way you work in the future.

**Here are some reasons why networking should be an essential aspect of your work life, if you truly want to build your career:**

- **It gives you that extra pinch of confidence**

Networking is a great way to build confidence, especially for those who are more shy or introverted. Sadly, many people avoid networking because of this. Over time, building your self-confidence will put you in a better position to interact positively with people who share your values. This will improve your chances of succeeding in any interview. Consequently, the more effectively you network, the more self-confidence you build over time.

- **It allows you to meet professionals at different levels**

Some organisations make it difficult to get in touch with colleagues in different areas of the business than yourself. Luckily, networking can help you meet professionals at all levels, both above and below your current position. By acting as a mentor to more junior colleagues and tapping into the expertise of peers you can ensure maximum professional growth.

A wider variety of job opportunities can also be accessed by knowing people of different professional levels. When you build relationships with people, you may be able to leverage their connections to land a new job. Connections like these provide new opportunities for career development and mentorship.

- **It allows for the exchange of ideas**

The only way to find out how much you know is to talk to other people. A successful career is often attributed to the pool of information or ideas you have accumulated over time. Creating networks fosters the exchange of ideas necessary to sustain long-lasting relationships and mutual trust.

You can grow professionally by trying new things and coming up with new ideas. Listening to what other people are doing at their companies can also inspire you to apply new techniques or skills to your own work. No matter what kind of company you work for, your fresh ideas can make you stand out and help you succeed.

- **It helps you advance your career and gain a status**

If you want to achieve a high status in your career, you will need to invest time in building your networking skills. Keeping in touch with the right people can contribute significantly to your career growth. It is very likely that your connections will play a major role in determining your career advancement and paving the way for greater opportunities to come your way. The network you build for yourself is a major asset.

The fact is that there are many, many jobs available that are not advertised, so for you to have a chance of getting that promotion within your company or taking on a new role outside of your company, you need to use your connections to your advantage!

People tend to recommend people who they like, so while you may not have met the individual you will be working for in the future, you may have met one of their contacts who might be able to recommend you for that dream job.

## **Identifying And Building Meaningful Connections**

Identifying and building meaningful connections is crucial for success in any industry. You don't want to network with just anybody; instead, you should focus on identifying individuals who have similar interests, goals, or who can offer you support, guidance, and insight related to your professional pursuits.

There are various ways to identify potential connections, including attending industry events and meetups. Meetup.com is an excellent resource to find groups and events relevant to your industry or interests. Social media platforms like LinkedIn are also helpful, allowing you to search for people based on their background, interests, and goals. Joining groups on LinkedIn that are relevant to your interests or industry can also help you connect with like-minded professionals.

Creating content related to your professional interests or pursuits can also help you attract potential connections. By sharing your expertise through articles, posts, or podcasts, you can establish yourself as a thought leader and attract potential connections who are interested in your content.

When reaching out to potential connections, it's essential to keep in mind that you're looking to establish a professional relationship, at least initially. Start with a brief introduction and

explain why you are reaching out to them. Be clear about your intentions and avoid being too pushy or aggressive in your approach.

Building meaningful connections takes time and effort, but the rewards are well worth it. By identifying the right connections and building genuine relationships, you can benefit from support, guidance, and insights from your network. Remember to be professional, clear, and concise in your approach, and take the time to build and maintain meaningful connections.

## **Establishing Genuine and Meaningful Connections**

The second point to keep in mind when networking and building relationships is the importance of establishing genuine and meaningful connections. In today's digital age, it's tempting to rely solely on social media and email to initiate contact with potential connections. However the most effective way to establish meaningful connections can be face-to-face or phone conversations.

While face-to-face meetings may not always be feasible, it's important to make an effort to communicate in a more personal way. If you're unable to meet in person, consider setting up a phone call or video chat instead. Avoid going behind the bushes and instead go straight to the point, showing respect for the other person's time and making your intentions clear.

Take the time to express your interest in the other person's work and accomplishments, and make the effort to establish a more personal connection. By doing so, you can build a strong network of meaningful connections that will benefit you in the long run.

## **Communication With Your Connection**

In business, effective communication is critical for building successful and long-lasting relationships. To achieve this, actively listening to the other person is crucial, which means giving them undivided attention without interrupting them. Nonverbal cues such as body language also play a role in effective communication, as they help in understanding what the other person is expressing.

It's important to note that you may not always share the same ideas or opinions with the person you want to build a relationship with. However, as long as both of you see the benefit of having a relationship, differences in opinions do not have to hinder the building of a professional relationship. However, when there is a conflict in values and beliefs, it is important to

respectfully withdraw, as integrity and ethics are key components of any professional relationship.

Although technology has become increasingly important in communication, using social media or email to establish a professional relationship is not recommended. Instead, phone calls can be an effective and accessible means of communication.

It is essential to prioritize in-person communication and phone calls when trying to establish a professional relationship with someone. By actively listening, engaging in nonverbal communication, and utilizing communication technology appropriately, you can build a successful and lasting professional relationship.

## **Appropriate Etiquette**

When building professional relationships, it's important to keep in mind the appropriate etiquette for the situation. You should do a little research on the person you're trying to build a relationship with to get a better understanding of their background and preferences. This includes understanding the appropriate dress code for the situation, as well as using proper language and displaying good manners.

When meeting someone for the first time, it's important to use proper English and avoid using inappropriate language or making inappropriate comments. You should also try to avoid gossiping or belittling people, as this can damage the relationship.

Instead, focus on making positive small talk and acknowledging the other person's contributions. This can help to establish a positive tone for the relationship and make it easier to move on to more casual conversations in the future. Overall, it's important to show respect and maintain a positive attitude when building professional relationships.

## **Collaboration And Teamwork**

Collaboration and teamwork are essential in building successful professional relationships, as many people are looking for individuals whose skills and services complement their own. This can lead to success in one's professional life, and it all begins with building a collaboration of some sort with that person. It is important to have proper communication, a clear understanding of each person's role and responsibilities, and to provide support and encouragement for one another.

For example, my partner was not someone I specifically reached out to, but rather we met while both of us working as delivery drivers. We had the same interests, goals, and thoughts, which led to a successful partnership in starting a business.

It's important to remember that successful collaboration and teamwork requires effort and a positive team environment. This means being clear and open with communication, understanding each person's strengths and weaknesses, and offering support and encouragement. When all parties work together towards a common goal, success can be achieved.

## **Maintaining Relationships**

Maintaining relationships is another essential in the professional world. Whether it's a short-term or long-term collaboration, it's important to establish periodic communication with your partner, client, or supplier. This can be in the form of checking in on their well-being, sharing news or information that could benefit them, or offering your skills or services for free.

When promising something, it's crucial to keep your word as it builds trust and credibility. Avoid making promises you cannot keep and be transparent and honest in your communication. It's not about small talk, but meaningful communication that demonstrates your vested interest in the relationship.

## **Writing the Statement of Purpose (SOP) for admission in Higher Studies**

### **What is a Statement of Purpose or an SOP?**

An SOP or a Statement of Purpose is a letter written by the applicant conveying their intent for choosing a particular course, their interests, goals and career plans. It is addressed to the admission committee. It is also known as a research statement or a letter of intent.

Through the SOP, you should be able to clearly articulate what made you choose a particular course and what you aim to gain through the course. Your passion for the subject should reflect in your SOP. The admission team should also get a glimpse of the positive aspects of your character through the SOP.

### **Why is an SOP important?**

When applying for your studies abroad, all you are worried about is getting a good offer from a reputable institution, but you may not realise what goes on at the admissions office when they receive your applications. **An SOP is crucial because:**

- It is perhaps the first document that attracts the admissions team to your profile. Hence, drafting a powerful SOP must be on your priority list.
- Several candidates might have similar academic qualifications to yours. An SOP is your opportunity to make your application stand out from the rest.
- It is also a reflection of how well you can articulate your thoughts, ambitions and plans.
- Your SOP will give the admission committee a subjective view.

## **What makes a good SOP?**

- It Should be original. There are plenty of sample SOPs available on the internet and it is not advisable to copy them verbatim.
- Your Statement of Purpose should be free of grammatical errors
- Your SOP should have answers to some crucial questions that the admission committee might have about you.
- If the institution has requested the SOP in a particular format, make sure you follow it.
- A good SOP will demonstrate your passion for the subject, your potential and your purpose for choosing the particular course.

## **What is the basic format of an SOP?**

It is not an easy task to create an SOP or Statement of Purpose from scratch. Getting ready for an incisive SOP is going to take some time, probably weeks or months. But writing an SOP without following any guidelines will not help because most SOP rejections happen when those don't comply with standard requirements. Every SOP must have an introduction, body and conclusion. These three parts need to be clearly defined with the necessary information.

It should be written in the form of an essay, with paragraphs.

**The first paragraph** should introduce yourself, mention your academic qualification and give a gist of your purpose for choosing a particular course. You can talk about your goals and how this course can help fulfil your dreams. You should be able to demonstrate your understanding of what the course comprises.



**In your second and third paragraphs,** you can talk about your passion for the subject and mention your academic and related activities and achievements that prove this. If you have professional experience, you can mention that too.

**In the fourth paragraph,** write about why you decided to pursue this course, at this particular university. Justify your choice with relevant points. You can point out your immediate and long-term goals too.

**In the fifth paragraph,** add points to convince the admission committee that you make an ideal candidate for the course.

**In a short paragraph,** mention your extra-curricular activities, projects you have undertaken, voluntary work, papers submitted if any, industry visits, workshops attended, dissertations and your interests and hobbies.

**In your final paragraph,** you should show the admission committee that you have the qualities and qualifications needed for succeeding in the course and that you will be able to make a difference in society with your success.

### ***\*\*SAMPLE STATEMENT OF PURPOSE FOR ENGINEERING GRADUATE***

Here is the sample statement of purpose for engineering graduate schools abroad. Have a look to know how your SOP should read:

Name of the applicant: Kamlesh Kumar

Course applied: Computer Engineering

Its boundless possibilities and instant outcomes are what I find most stimulating and appealing about Computer Science. I believe that keeping an explorative attitude and inquisitive mind is the key to a constant learning process. As I am in the final year of my undergraduate programme, I want to pursue graduate studies to further refine my skills and knowledge in this area of interest. I think X graduate programme will give my career the right direction of becoming a research professional at research-oriented, commercial or academic organisations.

I believe it will also serve to give a proper pathway to my career as a research professional at an academic-, commercial-, research-oriented organisation. I intend to pursue an MS degree in order to reach that goal.

I have benefited vastly from the breadth of X University's undergraduate syllabus and gained a comprehensive exposure to many core areas of the field. In my three years of study at X University, I have learnt how to maintain an independent approach in all my endeavours.

In the past two years, I found myself drawn towards the area of Information Retrieval and Compiler Construction. The Compiler Construction lab sessions and the subjects Formal Systems and Automata and Compiler Construction led me to appreciate the field's intricacies.

However, for my MS programme, I am open to topics focussing on other areas as well. For my B.E. project, this coming semester, I would like to concentrate on Information Retrieval. I would like to employ a technique for search engines – to increase their precision of query listings and comprehensiveness.

One of the most important lessons that I have learnt as the head of the 'Engineering Students Body' at X University is that one person's life can influence the lives of a large number of people. I was the youngest head of this student body in the history of X University, and the only one to have served two consecutive years as the Head. This role taught me that self-reliance is the basis of good work and helped me learn how to take both praise and criticism positively. This was a very distinctive and gratifying experience, which I feel will stand me in good stead if I choose to get in to teaching profession in future.

I would like to say in conclusion that the essence of any University education lies in the synergetic relationship between a department and its students. I think that graduate study at your University would help me with my academic pursuits, and is a major step towards achieving my objectives. I would be grateful if I am given the opportunity to pursue my graduate study, with financial assistance, at your institution.

.....

## **Seminar & Conference Paper Writing**

A seminar/conference paper is a work of original research that presents a specific thesis and is presented to a group of interested peers, usually in an academic setting. The steps below will guide you through the research and writing process of how to write a seminar/conference paper and provide tips for developing a well-received paper.

## **Part 1: Getting Started:**

**1. Learn the basic features of a seminar paper:** A seminar paper is an advanced piece of research writing, but it shares many of the same features as a regular research paper. Before you begin writing your seminar paper, it is important to make sure that you understand how a seminar paper differs from a research paper. Unlike a basic research paper, a seminar paper also requires:

- an argument that makes an original contribution to the existing scholarship on your subject
- extensive research that supports your argument
- extensive footnotes or endnotes (depending on the documentation style you are using)

**2. Ask for clarification if needed:** While you may have written many papers in the past, it is important to make sure that you understand the details of your current assignment before you get started. As soon as you are assigned the paper, read the guidelines carefully and highlight anything that you do not understand. Ask your professor to clarify the instructions if anything seems unclear or if you just don't understand the assignment. You may also consider talking to your professor about your intended topic to make sure that you are on the right track.

- Make sure that you understand how to cite your sources for the paper and how to use the documentation style your professor prefers, such as APA, MLA, or Chicago Style.
- Don't feel bad if you have questions. It is better to ask and make sure that you understand than to do the assignment wrong and get a bad grade.

**3. Plan ahead:** You are expected to do original analysis, extensive research, and excellent writing. Therefore, it is important that you get started early and do the best work that you can do. Begin working on the paper as soon as it is assigned.

- Since it's best to break down a seminar paper into individual steps, creating a schedule is a good idea. You can adjust your schedule as needed.
- Do not attempt to research and write a seminar in just a few days. This type of paper requires extensive research, so you will need to plan ahead. Get started as early as possible.

#### **4. Generate ideas for your seminar paper.**

**Listing:** List all of the ideas that you have for your essay (good or bad) and then look over the list you have made and group similar ideas together. Expand those lists by adding more ideas or by using another prewriting activity.

**Freewriting :** Write nonstop for about 10 minutes. Write whatever comes to mind and don't edit yourself. When you are done, review what you have written and highlight or underline the most useful information. Repeat the freewriting exercise using the passages you underlined as a starting point. You can repeat this exercise multiple times to continue to refine and develop your ideas.

**Clustering:** Write a brief explanation (phrase or short sentence) of the subject of your seminar paper on the center of a piece of paper and circle it. Then draw three or more lines extending from the circle. Write a corresponding idea at the end of each of these lines. Continue developing your cluster until you have explored as many connections as you can.

**Questioning:** On a piece of paper, write out "Who? What? When? Where? Why? How?" Space the questions about two or three lines apart on the paper so that you can write your answers on these lines. Respond to each question in as much detail as you can.

**5. Create a research question to help guide your research:** A research question is what you will attempt to answer with your research. Creating a research question will help you to stay focused as you research your topic. It can also serve as the starting point for your thesis later on.

- For example, if you wanted to know more about the uses of religious relics in medieval England, you might start with something like "How were relics used in medieval England?" The information that you gather on this subject might lead you to develop a thesis about the role or importance of relics in medieval England.
- Keep your research question simple and focused. Use your research question to narrow your research. Once you start to gather information, it's okay to revise or tweak your research question to match the information you find. Similarly, you can always narrow your question a bit if you are turning up too much information.

## **Part 2: Conducting Research**

**1. Collect research for your paper:** In order to find support for your argument, you will need to gather information from a variety of sources. See your assignment guidelines or ask your instructor if you have questions about the types of sources that are appropriate for your seminar paper. Books, articles from scholarly journals, magazine articles, newspaper articles, and trustworthy websites are some sources that you might consider using. You might begin by doing some background research and then move into some more focused research as you learn more about your topic.

- Use your library's databases, such as EBSCO or JSTOR, rather than a general internet search. University libraries subscribe to many databases. These databases provide you with free access to articles and other resources that you cannot usually gain access to by using a search engine. If you don't have access to these databases, you can try Google Scholar.

**2. Evaluate your sources to determine their credibility.** It is important to use only trustworthy sources in a seminar paper, otherwise you will damage your own credibility as an author. Using the library's databases will also help to ensure that you are getting plenty of trustworthy sources for your paper. There are several things that you will need to consider in order to determine whether or not a source is trustworthy.

- **Publication's credentials** Consider the type of source, such as a peer-reviewed journal or book. Look for sources that are academically based and accepted by the research community. Additionally, your sources should be unbiased.
- **Author's credentials** Choose sources that include an author's name and that provide credentials for that author. The credentials should indicate something about why this person is qualified to speak as an authority on the subject. For example, an article about a medical condition will be more trustworthy if the author is a medical doctor. If you find a source where no author is listed or the author does not have any credentials, then this source may not be trustworthy.
- **Citations** Think about whether or not this author has adequately researched the topic. Check the author's bibliography or works cited page. If the author has provided few or no sources, then this source may not be trustworthy.
- **Bias** Think about whether or not this author has presented an objective, well-reasoned account of the topic. How often does the tone indicate a strong preference for one side

of the argument? How often does the argument dismiss or disregard the opposition's concerns or valid arguments? If these are regular occurrences in the source, then it may not be a good choice.

- **Publication date** Think about whether or not this source presents the most up to date information on the subject. Noting the publication date is especially important for scientific subjects, since new technologies and techniques have made some earlier findings irrelevant.
- **Information provided in the source** If you are still questioning the trustworthiness of this source, cross check some of the information provided against a trustworthy source. If the information that this author presents contradicts one of your trustworthy sources, then it might not be a good source to use in your paper.

**3. Read your research:** Once you have gathered all of your sources, you will need to read them. Read your sources very carefully. Read the sources multiple times if necessary and make sure that you fully understand them. Misunderstanding and misrepresenting your sources can damage your credibility as an author and also have a negative effect on your grade.

- Give yourself plenty of time to read your sources and work to understand what they are saying. Ask your professor for clarification if something is unclear to you.
- Consider if it's easier for you to read and annotate your sources digitally or if you'd prefer to print them out and annotate by hand.

**4. Make notes while you read your sources:** Highlight and underline significant passages so that you can easily come back to them. As you read, you should also pull any significant information from your sources by jotting the information down in a notebook. Indicate when you have quoted a source word for word in your notes by putting it into quotation marks and including information about the source such as the author's name, article or book title, and page number.

- Be careful to properly cite your sources when taking notes. Even accidental plagiarism may result in a failing grade on a paper.

## **Part 3: Drafting Your Paper**

**1. Write a thesis:** Once you have developed your ideas for your seminar paper and read your sources, you should be ready to write your thesis statement. Effective thesis statements express

your argument in a clear, direct manner. Remember that a thesis should not be more than one sentence in length.

- Make sure that your thesis presents an original point of view. Since seminar papers are advanced writing projects, be certain that your thesis presents a perspective that is advanced and original.
- For example, if you conducted your research on the uses of relics in medieval England, your thesis might be, “Medieval English religious relics were often used in ways that are more pagan than Christian.”

**2. Develop a rough outline based on your research notes:** Writing an outline before you begin drafting your seminar paper will help you organize your information more effectively. You can make your outline as detailed or as scant as you want. Just keep in mind that the more detail you include in your outline, the more material you will have ready to put into your paper.

- Organize your outline by essay part and then break those parts into subsections. For example, **part 1** might be your **introduction**, which could then be broken into three sub-parts: **a) opening sentence, b) context/background information c) thesis statement.**

**3. Hook your readers from the beginning.** Your first sentence should be interesting enough that your readers will want to know more. Your introduction should also be engaging. Begin discussing your topic right away and help your readers understand your position in the first paragraph of your paper. Think about what you will discuss in the rest of your paper in order to help you determine what you should include in your introduction. Use your introduction to create a framework for your paper, explaining where your research fits into current thought on your topic and why your ideas matter.

- For example, in a paper about medieval relics, you might open with a surprising example of how relics were used or a vivid description of an unusual relic.
- Keep in mind that your introduction should identify the main idea of your seminar paper and act as a preview to the rest of your paper.

**4. Provide relevant background information to guide your readers.** Providing adequate background information or context will help to guide your readers through your essay. Think

about what your readers will need to know in order to understand the rest of your paper and provide this information in your first paragraph. Do your readers need to know about the history of your subject? Do they need to know what other scholars have written on the subject? The information your readers will need to know will depend on your subject and the argument you plan to make.

- For example, in a paper about relics in medieval England, you might want to offer your readers examples of the types of relics and how they were used. What purpose did they serve? Where were they kept? Who was allowed to have relics? Why did people value relics?
- Keep in mind that your background information should be used to help your readers understand your point of view.

**5. Present your claims and research in an organized fashion.** Rather than trying to talk about multiple aspects of your topic in a single paragraph, make sure that each body paragraph focuses on a single claim or piece of evidence. Your discussion of each of these separate items should help to prove your thesis. For each body paragraph, you should do the following:

- Remember to use topic sentences to structure your paragraphs. Provide a claim at the beginning of each paragraph. Then, support your claim with at least one example from one of your sources. Remember to discuss each piece of evidence in detail so that your readers will understand the point that you are trying to make.

**6. Consider using headings and/or subheadings to organize your paper:** Since seminar papers are often upwards of 10 pages, many writers use headings and/or subheadings to help organize their paper. These headings/subheadings help readers follow your argument by showing them what each section is about before they start reading.

- For example, in a paper on medieval relics, you might include a heading titled “Uses of Relics” and subheadings titled “Religious Uses”, “Domestic Uses”, “Medical Uses”, etc.

**7. Conclude your paper:** Concluding a seminar paper can be difficult, especially if you have presented a long, complex argument. There are several ways that you can conclude that will be helpful and interesting to your readers. Before you write your conclusion, spend some time



reflecting on what you have written and try to determine the most logical way to end your paper. Some possibilities for concluding your paper include:

- Synthesize what you have discussed. Put everything together for your readers and explain what other lessons might be gained from your argument. How might this discussion change the way others view your subject?
- Explain why your topic matters. Help your readers to see why this topic deserves their attention. How does this topic affect your readers? What are the broader implications of this topic? Why does your topic matter?
- Return to your opening discussion. If you offered an anecdote or a quote early in your paper, it might be helpful to revisit that opening discussion and explore how the information you have gathered implicates that discussion.

**8. Create your bibliography:** Follow your instructor's directions for making your bibliography. Make sure that you use the correct style and that you have cited all of your sources. Before you finish with your essay, you will need to make sure that you have cited all of your sources. Not citing sources using in-text citations or a works cited page may be considered plagiarism and lead to failure of the paper or even the course.

- Ask your professor what documentation style he or she prefers that you use if you are not sure.
- Visit your school's writing center for additional help with your works cited page and in-text citations.

## **4. Revising Your Paper**

**1. Give yourself adequate time to revise.** Just as you should plan to begin working on your paper as early as possible, you should also plan to finish early. You will need to allow yourself plenty of time to do a thorough revision of your paper, so plan to finish your paper at least a few days before the due date. Giving yourself plenty of time can help you avoid simple mistakes as well as some major problems such as poor logic or faulty arguments.

**2. Give yourself adequate time to revise.** Just as you should plan to begin working on your paper as early as possible, you should also plan to finish early. You will need to allow yourself plenty of time to do a thorough revision of your paper, so plan to finish your paper at least a

few days before the due date. Giving yourself plenty of time can help you avoid simple mistakes as well as some major problems such as poor logic or faulty arguments.

**3. Revise your paper.** Revision is different from proofreading. When you revise your paper, you are thinking about the content and consider how you might improve the content. Proofreading helps you correct minor problems such as grammar and punctuation errors. As you revise your paper, you should consider multiple aspects of your writing to make sure that your readers will be able to understand what you have written. For example, you might create a reverse outline from your text to see how well you presented your argument. Consider the following questions as you revise:

- What is your main point? How might you clarify your main point?
- Who is your audience? Have you considered their needs and expectations?
- What is your purpose? Have you accomplished your purpose with this paper?
- How effective is your evidence? How might you strengthen your evidence?
- Does every part of your paper relate back to your thesis? How might you improve these connections?
- Is anything confusing about your language or organization? How might you clarify your language or organization?
- Have you made any errors with grammar, punctuation, or spelling? How can you correct these errors?
- What might someone who disagrees with you say about your paper? How can you address these opposing arguments in your paper?

**4. Proofread a printed version of your paper:** Read your paper out loud to make sure that it is polished and ready for your professor to read it. Use your final read through as a chance to weed out any typos, grammatical errors, wordy or incomplete sentences, and other minor mistakes that may have a negative effect on your grade. Highlight or circle these errors and revise as necessary before printing your final copy.

There are many different ways to write a conference paper. Most journals have their own requirements around specific length, document type, and the font details of pieces being submitted for publishing.

However, there are certain details that are commonly found in conference papers. Most are brief in length, attempting to explain complex concepts using simple, concise language. They typically include the article's purpose and objectives, research methods, findings/results, conclusions, and references.

The information covered in a conference paper is closely-related to the oral presentation that the author is hoping to make at an academic conference. These papers are often written in a format that will “match” the oral presentation with a goal to communicate a research project and its main findings, and to solicit feedback and generate interest in the work being done.

This article will define a conference research paper and describe its purpose, formats, structure and provide tips on how to write the best conference research paper possible.

### **What is a conference research paper?**

A conference research paper is a piece of writing that an author submits to conference organizers. The papers offer a preview of the work the researcher wants to present to let others in their field know about it and solicit feedback that could generate ideas for improvement.

These papers are submitted for review in advance of the conference. This process begins with a call-for-papers, when a conference organizing committee sends out an invitation to academics in hopes of generating multiple submissions of content to be presented at their event. These invitations can be sent via email or posted to a conference announcement website. Then, the organizing committee conducts a thorough review process to confirm the legitimacy of the work being submitted. Then, the work is either approved or rejected, and those accepted become part of the conference programme and the authors are scheduled to [present at the conference](#).

When the event concludes, these conference papers are combined into a conference proceedings document that is often published and kept as a written record of the event.

### **What is the best conference paper format?**

The most commonly used conference paper formats start with a title page and abstract and go on to describe the research being conducted and the methodology being used. Conference

papers should be well-structured and concise, free of grammatical errors with references formatted based on requirements set out in the call-for-papers.

### **How to structure a conference paper**

Conference papers should be structured around the prime objectives of the research being conducted and the summary of its findings. Most conference papers start by introducing the purpose of the research, the methodology, the results of the study, and references of the sources used.

Here are the elements that are typically included in a conference paper:

#### **The title page**

The title page is used to identify the main pieces of information needed in order to identify and evaluate a conference paper. It includes the title of the paper, which should clearly identify the focus of the research being presented. The title page should also include the author's name, credentials, the research institution they're affiliated with, the submission date, and the name of the conference for which the paper is being submitted.

While the exact format that the conference is looking for should be described in the call-for-papers sent out by event organizers, you can find templates for conference paper title pages online. Here is [one example](#) of an APA style title page you can reference.

#### **The abstract**

Conference papers begin with an abstract. An abstract is a short summary of the prime objective of your research, your hypothesis, the way you plan to conduct the study, the results, and the conclusions. Most abstracts are one or two paragraphs and kept under 250 words, but it's not always the case so it's best to check the guidelines provided by the conference organizers.

#### **The research methodology**

In order for conference organizers to review and evaluate a conference paper, they must understand the methods used by the researcher to conduct the study being presented. Include a section in your paper that clearly (but briefly) describes your methodology, including any dominant theories that the methods are based on.

## **The results**

Clearly outline the results of the study, drawing data-driven conclusions. Present the insights uncovered by the research and how they can be used to advance your field of study. This will generate interest from other researchers in your field, potentially leading to partnerships or funding opportunities down the road.

Your research results should take up about one-third of your conference paper, so for a 10-page paper, this section should be no longer than 3.5 pages. Whenever possible, display quantitative results in table format to make it easy for readers to understand.

## **The references**

Most conferences will clearly outline the type of references they expect in their call-for-papers or advertisement soliciting research submissions. Follow these guidelines to reference the work used to inform your research.

Most events will request APA, MLA or Chicago-style formatting, but be prepared to reference any of the common formats. As a general rule, APA is most often used in education, psychology and sciences, MLA is used in the humanities, and Chicago style is used in business, history and fine arts.

## **Tips to Write a Conference Paper**

### **1. Focus on the abstract**

The abstract is the first thing academics look at when evaluating a piece of research. If your paper is accepted, you will be presenting your work to a group of your peers, and this abstract is their preview to the information that will be discussed. You'll want to make it clear, concise, and interesting to read.

This is also what conference organizers use to categorize different streams of work within the conference, so it's important that your focus and subject matter is clearly defined and easy to determine. This will ensure you're placed alongside researchers with a related field of study.

Begin your abstract by defining the problem you hoped to solve when you began your research. Then, describe how you went about studying that problem before presenting your research findings and how they help solve the problem.

### **2. Create a logical flow**

Before you start writing, take some time to create an outline that follows a logical, cohesive flow of information. Review your research and determine the most important things you want to share in your presentation, and create your outline based on this list. An outline will help you stay focused and organized, and will make creating the abstract a breeze.

In your outline, you should also plan to include data points that back up your conclusions to make your paper strong and convincing.

### **3. Be careful of length**

Look into the structure of the conference and find out the length of the presentations. This is usually stated in the conference posting, but if not, you can use the following guidelines. Most conferences allot 10-20 minutes for each oral presentation, and each page of writing takes about 2 minutes to read. Based on these numbers, a conference paper should not exceed 10 pages.

### **4. Follow the format guidelines**

Conference organizing committees will most of the time set specific guidelines for researchers to follow in their submissions. These guidelines will include the preferred file type (.doc, .rtf, .pdf etc), the font type and size, the spacing, where they want the page numbers, the length of the abstract, reference format, and more.

This simplifies the review process by allowing the reviewers to focus solely on the paper content, rather than having to decipher references or look for specific pieces of information.

### **5. Read it out loud**

To keep your conference paper short, it's important that every word counts. To keep your paper free of fluff and unnecessary words, read it out loud to yourself and remove or revise anything that isn't optimal.

Reading out loud will also help you confirm that the information you're presenting is organized into a logical flow that builds up support for your overall argument. Sometimes words look good typed out on a screen, but they don't sound convincing or appropriate when spoken out loud. Since this paper is an overview of the research you hope to present in an oral presentation at a conference, it should sound convincing when you read it aloud.

### **6. Write for your audience**

Remember that you are writing for academic researchers who are knowledgeable in your field.

Academic writing uses a more formal tone than a blog or news article. It is free of personal opinions or anecdotes, and does not include any jargon, cliches, or slang. Academic writing maintains a clear focus on the main area of research, and every sentence should resonate with your audience of researchers.

Every piece of data used in a piece of academic writing should be backed-up with data. Researchers reviewing your work expect to be presented with data-driven insights that can be quantifiably verified.

Reference everything. Not only does this add weight and legitimacy to your work, but it also shows respect for the researchers who came before you.

### **Expert Technical Lecture: Writing and Presenting**

There is a well-known Chinese proverb that “Learning is a treasure that will follow its owner everywhere.”<sup>5</sup> Knowledge is intact with one who is in possession of his/her knowledge even when he/she shares his knowledge with others. Students at colleges and universities learn a lot through expert technical lecture.

- Experts in their specific technical field contribute with their knowledge through the medium of expert technical lectures for the benefit of the learners. These experts are the authorities or connoisseurs in their specific domain. Important people from academia as well as industry visit the colleges to share their rich experiences with inquisitive learners. Their great experiences and learning gives students a lot of food for thought.
- These expert technical lectures give an opportunity to the learners to clarify their doubts, raise questions, and express their ideas about issues crucial to their learning and their chosen profession.
- **These expert lectures have following advantages-**
  - Listening to an expert technical lecture leads to knowledge enhancement.
  - Expert technical lectures brush up the discussion skills of learners.
  - The students get to know how Industry functions.
  - Expert technical lectures sort of introduce students to the actual professional experiences.
  - An expert technical lecture breaks the monotony of regular classes.

## **Types-**

**a-Participatory expert technical lecture-** When the expert technical lecture is delivered in interactive mode it is participatory expert technical lecture.

**b-Non-participatory expert technical lecture-**In such an expert technical lecture is considered an authority. In such a delivery no student is given room to address his queries.

- **Theme Clarity-** Ambiguous piece of writing is painful for any sort of reader. In the realm of technical writing, one needs to be not only concise but also utmost clear. Vague statements can create a lot of confusion and doubt. So, clarity is of utmost importance in technical writing. Technical writing is based on facts. So, it is objective. Technical writing is also audience specific. As writing is done according to the need and expectation of the audience. Imagine a professional presenting the details of a project report to his superiors. In case he is not able to do so clearly his/her superiors will not approve it. According to the Oxford Dictionary theme is “the subject or main idea in a talk, piece of writing or work of art”.
- The Oxford Dictionary reemphasizes it is “the central/main/key/major theme.”

Thus, in technical writing the main idea or theme should be made clear to the audience.

## **Qualities required for theme clarity in technical writing or to analyze the theme of a technical document:**

- 1- **Precision**-Subject-matter must be explained in a precise manner.
- 2-**Simplicity**-Keep the language simple. Also avoid unnecessarily making lengthy and awkward sentences.
- 3- **Familiarity**-Avoid using jargons, difficult words and cliches. Use the kind of language target readers are familiar with.
- 4- **Necessity**-State only those points that are imperative for understanding. Avoid being redundant.

Second Unit Ends here...