

SRINIVAS UNIVERSITY
INSTITUTE OF COMPUTER SCIENCE
AND
INFORMATION SCIENCE
City Campus Pandeshwar
Mangaluru- 575001.

BACKGROUND STUDY MATERIAL

PROFESSIONAL COMMUNICATION

II SEMESTER B.C.A



Compiled by

Faculty

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SYLLABUS

Objectives:

The aim of this subject is to equip students with ability to create effective and impactful Oral Presentation, charismatic Conversation and develop a sense of Oral Verbal Interviews. The course strives to establish the knowledge of Professional Meetings and Interactions among students towards acceptable communication styles and also exposes them towards Public Relation with basic knowledge of Role of Media Publicities.

MODULE 1: FUNDAMENTALS OF ORAL COMMUNICATIONS 8 HOURS

Meaning, Need & Significance. Interactions, Speeches and Speaking. Types of Verbal Speeches - Speech of Introduction, Speech of Thanks, Occasional Speeches, Theme Speeches. Foundations of Public Speaking - Topic Research and Selection, Speech occasion, purpose and Audience analysis.

Types of Public Speaking - Speaking to inform, persuade, actuate and entertain. Speech & Elocution Drafting - Subject Topic Research, Organization, Body Draft and Practice. Public Speaking practicum. Speech Body Language and Non-Verbal Etiquettes - Professional Manners, Etiquettes and behaviour.

MODULE 2: DIALOGUE AND CONVERSATION SKILLS 8 HOURS

Need for dialogue and conversation skills, the art of story-telling - Initiation, thought process and delivering techniques. Expressions and Summarizations, Feedback and Reply Skills, Building good speaking manners & etiquette. Debates - Kinds, Professional significance of debates. Group Discussion - Need, Method and Players in the process. Asking Questions and Giving Answers.

MODULE 3: ORAL VERBAL INTERVIEWS AND PRESENTATIONS 8 HOURS

Interview Basics and Introduction, Foundations, Mock Interview or Pre-employment testing. Types of Interviews - Disciplined interviews - Performance Appraisal interviews - Exit interviews. Giving Opinions - Definitions, Importance and features. Professional Discussions, Conflict Resolutions and Negotiations - Significance and Need, Types of Negotiation Strategies. Managing Stage Presentations. Audio-Visual Mediums in communications - Meaning, Significance and Need. ICT (Information & Communication Technologies) in Presentations - Microphones, Pocket Microphones, Amplifier and Sound Systems, LCD Projectors, remote controls, earphones and headphones, walkie-talkie, conference call telephones and screens.

MODULE 4: PROFESSIONAL MEETINGS AND INTERACTIONS 8 HOURS

Meetings (Face to Face and Group) - Need and Significance, Types and Kinds of Meetings. Communicating Minutes and Agenda, Extempore - Meaning, need and significance, Steps in delivery. Oral Commentaries and Narrations, Telephone Conversation Etiquettes - Tone, posture, voice modulation, phone messages, voice mails and calls. Understanding and Importance of Hotlines, Video-Conferencing - Meaning, need and importance, etiquettes, technicalities. Giving introductory welcome and concluding valedictory address.

MODULE 5: PUBLIC RELATIONS (PR)**8****HOURS**

Meaning and Need, Significance and Objectives. Image Building - Soft Skills, Personal Skills, Sales skills, Self-Organizing. Handling Rhetoric's Press and Media Briefing, Significance of Press and media, Media and Press Communication essentials, Skills Required. Legal aspects of communication - Need and Significance, Practical Scenarios and Cases. Use of mass media for PR

TRP, Coverage, Publicity. Do's and Do not's in PR.

TOTAL HOURS: 40**PRACTICAL COMPONENTS:**

- 1) Pick a topic and speak sessions, mock Meetings, Group Discussions (GD) and Mock interviews to be attended by the student.
- 2) Provide Basic Self-Introduction on stage as well as Company Profile of their Dream or Existing working company.
- 3) Conduct and participate in mock press.

BOOKS FOR REFERENCE:

1. Speech Communication made simple - Paulette Dale, PH.D., James C Wolf
2. Public Speaking (An Audience Centred Approach) - Beebe & Steven A.
3. Communication Works -Teri Kwal Gamble and Michael Gamble.
4. Communicating effectively -Saundra Hybels.
5. Communicating for Success - Cheryl Hamilton and Bony Creel.
Business Communications from Principles to Practice - Matthukutty M. Monipally

PROFESSIONAL COMMUNICATION II

LESSON PLAN

Objectives:

The aim of this subject is to equip students with ability to create effective and impactful Oral Presentation, charismatic Conversation and develop a sense of Oral Verbal Interviews. The course strives to establish the knowledge of Professional Meetings and Interactions among students towards acceptable communication styles and also exposes them towards Public Relation with basic knowledge of Role of Media Publicities.

MODULE 1: FUNDAMENTALS OF ORAL COMMUNICATIONS 8 Hours

Session 1: Meaning, Need and Significance	1 hour
Session 2: Interaction & Types of Verbal Speeches	1 hour
Session 3: Public Speaking- Topic Research & Selection, Occasion	1 hour
Session 4: Public Speaking- Purpose and Audience Analysis	1 hour
Session 5: Types of Public Speaking	1 hour
Session 6: Drafting the Speech and Elocution	1 hour
Session 7: Speech Body language & Non verbal Etiquettes	1 hour
Session 8: Speak Practicum and speech Sessions	1 hour

MODULE 2: DIALOGUE AND CONVERSATION SKILLS 8 Hours

Session 9: Dialogue and Conversation Skills	1 hour
Session 10: Story telling- Initiation and thought process	1 hour
Session 11: Summarization and Feedback techniques	1 hour
Session 12: Speaking Manners and Etiquettes	1 hour
Session 13: Debates- Meaning and Kinds	1 hour
Session 14: Professional Significance of Debates	1 hour
Session 15: Group discussion- Need, Methods and Players	1 hour
Session 16: Conducting group discussions/Questions & answers	1 hour

MODULE 3: ORAL VERBAL INTERVIEWS AND PRESENTATIONS 8 Hours

Session 17: Interview- Basics and Mock Interviews	1 hour
Session 18: Types of Interviews	1 hour
Session 19: Giving Opinions- Importance & features	1 hour

Session 20: Negotiations- Types and Strategies	1 hour
Session 21: Audio & Visual Mediums of Communication- meaning/Need	1 hour
Session 22: ICT in Presentations- Microphones and sound system	1 hour
Session 23: LCD Projectors, Conference screens and remote controls	1 hour
Session 24: Presentation on stage of dream Company/ existing	1 hour

MODULE 4: PROFESSIONAL MEETINGS AND INTERACTIONS **8 Hours**

Session 25: Meetings- Significance and types	1 hour
Session 26: Communicating Meeting Agendas, Extempore	1 hour
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Session 28: Telephone Conversation Etiquettes	1 hour
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Session 32: Conducting Mock meetings and Stage addresses	1 hour

MODULE 5: PUBLIC RELATIONS (PR) **8 Hours**

Session 33: PR- Meaning Significance and Objectives	1 hour
Session 34: Image Building- Various Skills	1 hour
Session 35: Rhetoric's Press and Media Briefing	1 hour
Session 36: Press and Media- Significance, Essentials & Skills	1 hour
Session 37: Legal Aspects of Communication- Need/ Significance	1 hour
Session 38: Practical Scenarios and Cases related to PR	1 hour
Session 39: Use of Mass media for PR TRP coverage, Dos and Don'ts	1 hour
Session 40: Conducting Mock Press- practical aspects	1 hour

TOTAL: 40 HOURS

MODEL OF EXAMINATION

Marks

University examination	50
Internal assessment	50

Total marks	100
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Method of allocating Internal Assessment marks

I Internal Exams	15 marks
II Internal Exams	15 marks
Assignment and presentation	10 marks
Attendance and class behavior	10 marks

Total	50 marks
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BOOKS FOR REFERENCE:

6. Speech Communication made simple - Paulette Dale, PH.D., James C Wolf
7. Public Speaking (An Audience Centred Approach) - Beebe & Steven A.
8. Communication Works -Teri Kwal Gamble and Michael Gamble.
9. Communicating effectively -Saundra Hybels.
10. Communicating for Success - Cheryl Hamilton and Bony Creel.
11. Business Communications from Principles to Practice
- Matthukutty M. Monipally

MODULE 1:
FUNDAMENTALS OF ORAL COMMUNICATIONS

Communication is a two-way flow of information that requires all participants to provide and receive information and also to demonstrate an understanding of the information. Communication is sending verbal and nonverbal messages, receiving the message through listening and observing and understanding both the content and intent of the message.

Oral communication is the process of expressing information or ideas by word of mouth.

Great communication skills are your ticket to success in the academic and business world. But being overcome by fear or anxiety prior to going on a job interview or speaking in front of an audience will not work for the effective communication. Knowing when to choose oral communication and polishing your speaking skills can help you at every stage of your career.

1.1 Meaning

Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either formal or informal. Examples of informal oral communication include:

- Face-to-face conversations
- Telephone conversations
- Discussions that take place at business meetings

The communication process involves three channels or elements of communication: vocal, visual and verbal. Vocal is the voice of the speaker, his or her vocal variety, quality, rate, volume, and vocalized pauses. Visual refers to what we see of the speaker. This includes eye contact, posture, gesture, and facial expression.

The words we use do not tell the whole story. While we like to think that the words we speak have power, the real power in our communication is non-verbal. We communicate with more than just our spoken language. It is said that 55 percent of the message is received from visual cues, 38 percent from vocal cues, and 7 percent from verbal cues.

Oral communication is the process of expressing information or ideas by word of mouth. The typical reasons for giving a presentation are to inform, persuade, motivate and entertain. You need to capture your audience's attention and maintain their interest thorough the entire oral presentation by defining the purpose clearly.

1.2 Principles of oral communication:

The way you use oral communication skills can either help or hinder your ability to influence or bond with family and friends, and affect your performance at work. Many corporate organisations and professional positions require people who are able to speak well and convincingly. Teachers, professors, doctors, sales people, corporate management personnel, trainers and politicians make use of this skill extensively. Clearly, mastery of oral communication skills can play a vital role in helping you achieve success.

When writing on the essential principles of communication, Camp and Satterwhite (2002) explained that oral communication is a two-way process that requires both a speaker and a listener. It is most effective when the sender of a message has good speaking skills and the receiver has good listening skills.

Listening is the skill that is the least taught formally. Unless you have a hearing disability, everybody assumes that just because you have ears, you can listen. This is a wrong assumption as listening and hearing are different sets of skills.

Hearing, which is merely the physical ability to hear sounds, occurs unconsciously. Listening is to hear something mindfully. Effective listening requires you to listen intently and pay close attention to the speaker. If you do not pay full attention or miss part of the message, you cannot replay what has been said unless you have recorded the message or lecture.

Oral communication therefore involves two crucial skills: listening and speaking.

According to Devito (2009), effective listening comprises five components as shown below:

(i) Receiving

Hearing begins and ends when one receives sound stimuli. Listening is different. Listening does not begin and end just with hearing a sound as it involves deriving meaning from the sound. When you listen, you concentrate on the verbal as well as non-verbal message. This involves reading gestures, body movements and facial expressions.

(ii) Understanding

This is the stage where you learn to decipher the meaning of the message as well as pick up cues from the emotional tone of the speaker.

(iii) Remembering

Listening also involves remembering interpreted sounds or messages and saving them for use later on. However, you may not be able to remember exactly what you hear. Your mind deciphers and reinterprets messages and sometimes, you just cannot recall 100% of the message.

(iv)Evaluating

Evaluating a message means that you make some judgment about it. This process is often done unconsciously by the listener. In some cases, you might want to identify the speaker's intention or motive. This judgment might be critical or analytical and cause you to wonder whether what you hear is based on facts or emotion. You may need to decide whether the speaker has a personal agenda, or is biased and prejudiced.

(v) Responding

Responses are feedback based on what you have heard. You respond in two ways. First, you respond while the speaker is talking and, second, you respond after the speaker has stopped speaking. In responding you allow the speaker to know what you think or feel about what he has said.

Listening

There are two types of listening: passive and active. The difference between them is the level of involvement of the listener.

In passive listening, you listen passively, at a low level of concentration and absorb the minimum number of words. Very often, you remember, or understand, very little of what has been said. You may respond to the speaker's voice by smiling or nodding but do not pay full attention to him/her.

This kind of listening happens when you are on holiday or relaxing. You may be lazing on the beach, listening vaguely to music or voices in the background. You only begin to listen attentively when you hear something that interests you, for instance, the call to go for lunch.

Active listening involves a higher level of concentration. You listen actively at school, university or work, when you need to obtain information.

1.3 Need & Significance of Oral Communication

The goal of learning a language is to communicate. Oral communication skills are fundamental to the development of literacy and essential for thinking and learning. It is the glue that puts all the components of a language together.

By focusing on the three pillars of oral communication (listening, reflecting and speaking) when learning a new language, you accelerate the process because you are doing.

Possessing good oral speaking skills will make you a more effective communicator as you will be able to influence and persuade people. This is beneficial for you at a personal level as well as socially and professionally. Some of the benefits are:

(i) Building Friendships

Socially, good oral communication skills enable you to effectively share information, thoughts, feelings, needs and intentions. You can create close relationships and bond with family, friends and people at work. A good listener is almost always appreciated. If you are a good listener, you also tend to win friends as most people regard someone who listens to their problems, fears, joys, and successes as a true friend.

(ii) Knowledge Acquisition

The learning process often requires you to have an inquiring mind. Good oral communication skills will help you acquire knowledge more effectively, especially when you are able to ask questions, express opinions and ideas, and summarize information. Providing such feedback will enable your lecturers, teachers, or instructors to gauge how well you understand what has been taught. Good listening skills will also help you comprehend course content better.

(iii) Developing workplace competencies:

Business and professional people depend a lot on oral communication skills when they engage in different activities. Educationists deliver lectures and hold tutorials, discussions,

forums and seminars. Business people use oral communication skills a great deal when they interact with customers and suppliers, make reports or give explanations, participate in meetings, and hold informal discussions with employers and employees.

Speaking is an important skill when interviewing or training new employees, participating in social-business discussions and giving public presentations or speeches. Listening is important for both employers and employees. As an employer, you need to listen to the suggestions, complaints and feelings of your employees. Conversely, an employee needs to listen to the instructions, demands and advice given by his superiors at work.

Both the speaker and the listener are responsible for ensuring that effective communication takes place. Remember that the speaker is the sender of the message while the listener is the receiver.

Let us look at the sum of responsibilities of both the speaker and the listener in the communication process.

(i) Evaluate the Situation

Effective communication can only take place when the speaker is clear about his own views and interpretation of ideas and experiences. Communication with yourself must take place before you can communicate effectively with others. The speaker needs to evaluate the communication situation and try to do the following:

(a) Avoid Miscommunication

The ideal situation is when the intended message, actual message, and interpreted message are the same. This is what Carl Rogers meant when he defined communication way back in 1952. The speaker needs to choose his words precisely and the receiver should listen with full attention so that the message is understood correctly. There should be no room for miscommunication.

(b) Give and Receive Feedback

Misinterpretation and breakdown in communication can be avoided if the sender gets feedback. In a dialogue, the speaker can observe signals given out by the listener (e.g. body language, gestures, and facial expression) to see whether his message has been interpreted correctly.

Another technique is to ask questions. The speaker can ask the receiver questions to determine whether his message is getting across accurately. As communication is a continuous two-way process involving sender and receiver, the receiver can, in turn, ask questions to clarify what is unclear.

(c) Maintain Goodwill

Effective communication is more easily achieved if the listener accepts and receives the speaker's message with an open mind. An effective communicator needs to be good at public

relations so as to maintain goodwill between sender and receiver. Do not offend or anger people with what you say or you will make enemies. This will affect how your message is received and interpreted.

Try to use the following techniques to help you develop good interpersonal skills:

(a) Make You-statements

This technique involves saying things in such a way that you put the interests of your receiver first. Keep things nice and friendly. The receiver of your message will warm up to you as he feels that you have his interests at heart. An example of a You-statement message is „To help customers get value for their money; we have lowered the price by five percent.

Does not use the I-statement as it makes you sound like you are putting your own interests ahead of everybody else's interests? An example of this is In order to sell off our stock quickly; we have lowered the price by five percent.

(b) Have a Positive Attitude

Demonstrate a positive attitude by developing good relationships with your superiors, subordinates, co-workers, customers, and clients when you are at work. Do the same when dealing with family and friends. A cheerful, optimistic, and enthusiastic outlook will win you points

(c) Be a Good Listener

Show that you are a good listener by listening intently, taking notes, paraphrasing and asking questions.

(d) Keep Things Confidential

A good communicator knows the importance of keeping information confidential and releasing it to only authorised people at the appropriate time.

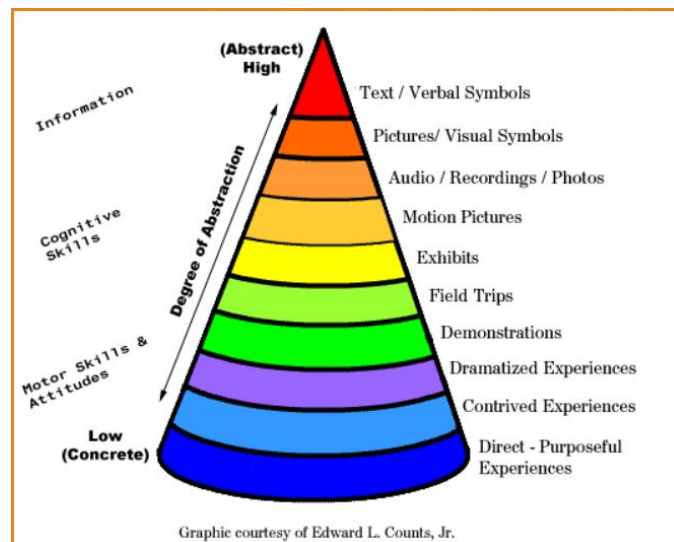
(e) Be Considerate

Treat people well. Be polite, courteous, honest, and respect the opinions of others. Use tact and diplomacy especially when dealing with difficult people.

Theory of Cone of Experience:

Edgar Dale, an American educationist, created “The Cone of Experience”. It is a model that incorporates several theories related to instructional design and learning processes. During the 1960s, Edgar Dale theorized that learners retain more information by what they “do” as opposed to what is “heard”, “read” or “observed”

Here Edgar Dale explains about the learning activities and learning outcomes in his Cone of Experience. It is clearly segregated the percentage of activities which results in respective outcomes.

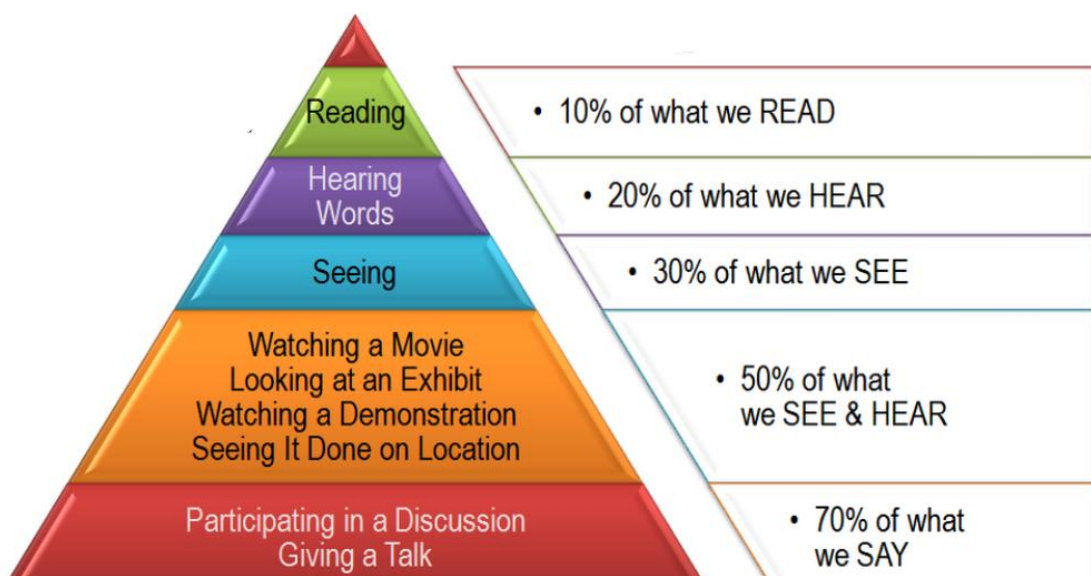


eleven stages

As there is need and significance of oral communication to the effective communication, Edgar Dale an American Educationist gave the theory of cone of experience. He clearly mentioned about the significance of Oral Communication in through the diagram.

The diagram explains both learning activities and learning outcomes.

- Read and Hear: 10% of the subject which is been read and 20% of what they hear would turn into outcome for defining, describing, explaining and listing.
- View images and Watch videos: 30% of what they see will turn into outcome to demonstrate apply and practice.
- Attend sites and watch demonstration: 50% of what they see and hear will be used for outcome
- Participate and design collaborative lessons: 70% of the learning activities of what they say and write will turn as the result for analysing and defining.
- Experience the lesson and perform presentation: Out of the learning activities almost 90% of what they do will turn as the outcome for creating and evaluating the things.



It is crucial to communicate effectively in negotiations to ensure you achieve your goals. Communication is also important within the business. Effective communication can help to foster a good working relationship between you and your staff, which can in turn improve morale and efficiency.

1.4. VERBAL SPEECHES:

Communication is a broad topic. It involves both non-verbal and verbal communication skills. The non-verbal communication skills are crucial and we talk about them often. But, today, let's focus in on the verbal side of things from the perspective of a person actually speaking.

The Elements of Verbal Communication Skills

How can we organize our thoughts about these verbal communication skills? It can help to break them down to their basic elements as we've done below.

A) Voice Tone

Voice tone is so basic that it can come into play even when you're not uttering words, per se. Even when you simply make a sigh or laugh, your voice tone modifies how it is likely to be interpreted. When you do use words, the tone in which you say them can make all the difference.

B) Voice Speed

Speaking fast can convey an excited or agitated feel. Speaking slower can convey a steady, reliable feel. Speaking very slow can let someone know that you're either bored or tired. If you've ever experienced someone speaking at a speed that is incongruent with the content of what they're saying, you know how this can stand out.

C) Voice Volume

Volume can range from a whisper to a scream and everything in between. A very quiet voice can represent that you are sharing something you don't want overheard, that you are being mischievous or that you are depressed. A very loud voice can express great joy or terror.

D) Language

According to Wikipedia's page on Language, there are estimated 6000-7000 languages spoken in the world. How many of these do you know fluently or at least in part? The more languages in which you have some level of competency, the more ways you can phrase things and the more diverse the audience to which you can connect. Depending on your position in the world and what you use communication for, you might want to put in the effort to learn a new language or two. But it can also be helpful just to know some of the key phrases in some of the most commonly spoken languages around the world

E) Vocabulary

Notice that it is only after focusing on some of the modifying verbal communication skills and contexts that we even arrive at a discussion of the actual words themselves. But make no mistake. The particular words you use do matter a great deal. As a verbal communicator, your words are your toolbox, your palette, your set of ingredients. The more broad and diverse your vocabulary, the more effective you can be in expressing yourself to others.

F) Grammar

Grammar is the set of rules for how words connect into phrases and phrases into sentences and so on. You could employ the most impressive vocabulary on earth, but if you put the words into an order incompatible with the rules of grammar, you will not sound very credible or convincing. And grammar varies from one language to another. So whichever language you plan to use, make sure to learn the grammar rules that it requires.

1.4.1. TYPES OF VERBAL SPEECHES

Verbal simply means, "Having to do with words." If you hit someone that's a physically assault, but if you say nasty things to him, it's a verbal assault. Sometimes we use verbal to mean "spoken instead of written," usually to talk about agreements we've made. A child who is verbal is a child who can speak, and we call someone who's very articulate a verbal person.

It means that the sharing of information between individuals by using speech. Individuals working within a business need to effectively use verbal communication that employs readily understood spoken words, as well as ensuring that the enunciation, stress and tone of voice with which the words are expressed is appropriate.

Verbal communication includes sounds, words, language, and speech. Speaking is an effective way of communicating and helps in expressing our emotions in words.

This form of communication is further classified into four types, which are:

1. Intra personal Communication

This form of communication is extremely private and restricted to us. It includes the silent conversations we have with ourselves, wherein we juggle roles between the sender and receiver who are processing our thoughts and actions. This process of communication when analyzed can either be conveyed verbally to someone or stay confined as thoughts.

Beliefs, values and attitudes all influence behaviour, which can be either spoken opinion or physical action. Some psychologists include body image as an aspect of Intra personal communication, in that body image is a way of perceiving ourselves, positively or negatively, according to the social standards of our culture.

Examples of intra-personal skills include such things as self-esteem, open mindedness, being aware of your own thinking, the ability to learn, being able to understand and manage your own emotions, self-confidence, self-discipline, self-motivation, being able to overcome boredom, being patient, being a self starter.

For example, a person may use self-talk to calm himself down in a stressful situation, or a shy person may remind herself to smile during a social event. As with the other forms of communication, competent Intra personal communication helps facilitate social interaction and can enhance our well-being.

2. Interpersonal Communication

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication.

Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

This form of communication takes place between two individuals and is thus a one-on-one conversation. Here, the two individuals involved will swap their roles of sender and receiver in order to communicate in a clearer manner.

- **The Communicators:** For any communication to occur there must be at least two people involved. It is easy to think about communication involving a sender and a receiver of a message. However, the problem with this way of seeing a relationship is that it presents communication as a one-way process where one person sends the message and the other receives it. While one person is talking and another is listening, for example. In fact communications are almost always complex, two-way processes, with people sending and receiving messages to and from each other simultaneously. In other words, communication is an interactive process. While one person is talking the other is listening - but while listening they are also sending feedback in the form of smiles, head nods etc.
- **The Message:** Message not only means the speech used or information conveyed, but also the non-verbal messages exchanged such as facial expressions, tone of voice, gestures and body language. Non-verbal behaviour can convey additional information about the spoken message. In particular, it can reveal more about emotional attitudes which may underlie the content of speech.

3. Small Group Communication

Small group communication refers to interactions among three or more people who are connected through a common purpose, mutual influence, and a shared identity.

The aim of working in a small group includes the development of intellectual understanding, abilities and skills. Communication cooperative and team work skills such as planning, management, leadership and peer support. Personal growth and increased self esteem growth.

This type of communication can take place only when there are more than two people involved. Here the number of people will be small enough to allow each participant to interact and converse with the rest. Press conferences, board meetings, and team meetings are examples of group communication. Unless a specific issue is being discussed, small group discussions can become chaotic and difficult to interpret by everybody. This lag in understanding information completely can result in miscommunication. The function of small group is to place employees with different skill sets, job functions and knowledge basis together in an attempt to foster creativity and improve the efficiency in the organisation.

4. Public Communication

Public communication happens when individuals and groups engage in dialogue in the public sphere in order to deliver a message to a specific audience. Public speaking events, news paper editorials and bill board advertisements are a few forms of public communication. This type of communication takes place when one individual addresses a large gathering of people. Election campaigns and public speeches are example of this type of communication. In such cases, there is usually a single sender of information and several receivers who are being addressed.

1.5. Public Speaking:

Public speaking is the process of communicating information to an audience. It is usually done before a large audience, like in school, the workplace and even in our personal lives. The benefits of knowing how to communicate to an audience include sharpening critical thinking and verbal/non-verbal communication skills

Public speaking (also called oratory or oration) is the process or act of performing a good speech to a live audience. This type of speech is deliberately structured with three general purposes: to inform, to persuade and to entertain.

It allows us to form connections, influence decisions, and motivate change. Without communication skills, the ability to progress in the working world and in life, itself, would be nearly impossible. Public speaking is one of the most important and most dreaded forms of communication.

The different types of public speaking are:

- Speaking to inform (informative, argumentative speech)
- Speaking to Persuade, Motivate, or Take Action (persuasive, argumentative, controversial, policy speeches)

- Speaking to entertain (funny, special occasion speeches)

1. Speaking to Inform/ Informative Speech:

It is an Informative speech which seeks to inform something. The main goal is to make understand the listeners what the speaker understands. The speaker will be providing either new information or existing one. He can also share his exploration and ideas in this kind of public speaking.

2. Speaking to Persuade/ Persuasion speech:

It is a persuasive speech where the speaker has goal of convincing the audience to accept his/her point of view. The aim of a persuasive speech is to inform, educate and convince or motivate an audience to do something. You are essentially trying to sway the audience to adopt your own viewpoint.

The best persuasive speech topics are thought-provoking, daring and have a clear opinion. You should speak about something you are knowledgeable about and can argue your opinion for, as well as objectively discuss counter-arguments.

There are three types of persuasive speech. They are:

- a) Policy persuasive speech: One focus of persuasive speaking is questions of policy, which advocates a change from the status quo, or the way things are today. There is a "should", or at least an implied "should", in the thesis statement. The speaker wants the plan proposed by the speech to become policy.
- b) Value persuasive speech: Persuasive speeches on questions of value imply certain actions, but they are not a call to action. Persuasive speeches of value depend on a judgment that something is right or wrong, moral or immoral, or better or worse than another thing.
- c) Factual persuasive speech: A persuasive speech is a speech given with the intention to convince your audience to accept a certain opinion, fact, or viewpoint. In this lesson you will learn about factual, value, and policy persuasive speeches.

3. Speaking to Entertain/ Entertaining speech:

Entertaining speeches are speeches designed to captivate an audience's attention and regale or amuse them while delivering a clear message. Entertaining speeches should include four key considerations: preparation, adaptation to the occasion, adaptation to the audience, and mindfulness of the time. There is no any motivational purpose or giving information behind this kind of speech. It is purely meant for entertaining the audience in different areas.

How to choose a topic for your speech

It's not easy picking a topic for your speech as there are many options so consider the following factors when deciding.

Familiarity

Topics that you're familiar with will make it easier to prepare for the speech.

Interest

It's best if you decide on a topic in which you have a genuine interest in because you'll be doing lots of research on it and if it's something you enjoy the process will be significantly easier and more enjoyable. The audience will also see this enthusiasm when you're presenting which will make the speech more persuasive.

The audience's interest

The audience must care about the topic. You don't want to lose their attention so choose something you think they'll be interested in hearing about.

Visualize

Consider choosing a topic that allows you to be more descriptive because this allows the audience to visualize which consequently helps persuade them.

Not overdone

When people have heard about a topic repeatedly they're less likely to listen to you as it doesn't interest them anymore. Avoid cliché or overdone topics as it's difficult to maintain your audience's attention because they feel like they've heard it all before. An exception to this would be if you had new viewpoints or new facts to share. If this is the case then ensure you clarify early in your speech that you have unique views or information on the topic.

Emotional topics

Emotions are motivators so the audience is more likely to be persuaded and act on your requests if you present an emotional topic.

Relatable

People like hearing about issues that affect them or their community, country etc. They find these topics more relatable which means they find them more interesting. Look at local issues and news to discover these topics.

Desired outcome

What do you want your audience to do as a result of your speech? Use this as a guide to choosing your topic, for example, maybe you want people to recycle more so you present a speech on the effect of micro-plastics in the ocean.

1.6. Drafting the Speech and Elocution

Giving an original speech for a class, event, or work presentation can be nerve-wracking. However, writing an effective speech can help to bolster your confidence. With careful planning and an eye for detail, you can write a speech that will inform, persuade, motivate, or entertain! Give yourself plenty of time to craft your speech and practice it several times for best results.

1. Research your topic well.

If you are writing an informative or persuasive speech, then it should be very well researched! This will help to give you credibility and make your points far more convincing. Seek out scholarly sources, such as books, academic journals, newspaper articles, and government websites to find information and support for your claims.

2. Make an outline that includes your main argument and points.

Organising your ideas and research into an outline is a great way to check for completeness and flow before you actually draft the speech. In general, a speech should include an introduction, 5 main points with supporting evidence (such as statistics, quotes, examples, and anecdotes), and a conclusion. Use a numbered structure or simply outline your speech using bullet points.

3. Address each of your main points in a logical order.

After introducing your topic and providing context, launch right into your points. State each point clearly and offer additional information, evidence, facts, and statistics to explain each of your points. Plan to devote about 1 paragraph to each of your points.

4. Introduce new topics and summarise material you have already covered.

Another way to help your audience understand the points you are making is to provide a brief 1 to 2 sentence overview before you move onto a new topic and then summarise the material in 1 to 2 sentences after you finish explaining it. Put the previews and summaries in plain, simple terms to help make your points clear to your audience.

5. Include transitions to guide your audience through your speech.

Transitions improve the flow of your speech and help readers see how your points are connected. You may not notice transitions when you read or write something, but when they are not included a piece of writing will seem choppy and awkward. Check to make sure that you have included transitions throughout your speech. Some common transition words and phrases include: Then, Next, Before, After, First, Second, In that moment, The following week

6. Conclude your speech with a call-to-action.

As you near the end of your speech, your audience should be excited by your topic and ready to act. Encourage your audience to find out more and participate in a solution to the problem you have described by telling them how they can do so. This is a great opportunity to

share resources with your audience and to give them some direction for how they can participate.

1.7. Speech Body language and non verbal etiquettes:

Speaking Skills

This is the skill that you will use most in oral communication. Wood (2009) lists three principles that explain oral communication and how they affect us.

(a) Interpretation of Symbols Create Meaning

Symbols, like words, which are used in communication, do not have meanings on their own. Their meanings are derived from people. This means that you have to look into people to uncover the meaning. Every word has a dictionary meaning but when used by a person in an expression, you have to look into the person and the context in which the word is used to get the actual meaning. For example, “go out” is literally a command or directive. You say these words when you want someone to physically move from the inside of a building to the outside. However, if a man says to a woman “Let’s go out”, he is not necessarily asking her to go outside. He might actually be asking her to go on a date.

Also the meanings attached to words change from time to time. Words which used to have a positive or neutral connotation may now have a negative connotation, and vice-versa. The word ‘gay’ used to mean, nowadays, the same word may be used to refer to people who are homosexuals.

(b) There Are Rules in Communication

Verbal communication has its own set of unspoken but widely understood rules. „Communication rules are shared understandings of what communication means and what kinds of communication are and are not appropriate in various situations.

(c) Voice Attributes

To be an effective speaker, you need to pay attention to the following voice attributes as they affect the quality of your speech.

(i) Volume

Your voice must be heard clearly for effective oral communication. You need to have good breath control in order to speak with sufficient volume. If you speak too softly, the audience will not be able to hear and understand what you are saying.

(ii) Pitch

You should speak with a pleasing pitch that is neither too high nor too low. Your voice will be shrill if it is pitched too high and deep if it is pitched too low. Speakers need to learn to vary the pitch of their voices when they speak so as to get the right intonation.

(iii) Intonation

Intonation is the rhythm, or the rise and fall of your voice when you speak. For example, the intonation rises at the end of the utterance when you ask a question. The intonation remains level at the end of the utterance when you make a statement. Subtle nuances in meaning can arise when you vary the pitch.

(iv) Tone

The tone of your voice reflects your emotions and attitude. A cheerful and pleasant tone is usually appreciated by your listeners. Telephone operators and frontline people who need to develop a polite, cheerful and pleasant tone. The tone that you use must also be suitable for the words and the message that you intend to convey.

(v) Tempo

Tempo refers to the speed at which you speak. Do not speak too fast or too slowly. If you speak too fast, your listeners will not be able to catch what you are saying. However, if you speak too slowly, your listeners may get bored and their attention may wander. Worse still, you may end up making them sleepy. A recommended speaking rate is 125 words per minute.

(vi) Pronunciation

Pronunciation refers to the reproduction of the sound of individual letters or group of letters that make up a word. It also includes speaking with the correct stress and emphasis. This refers to the clarity or distinctiveness with which you articulate each part of a word. Clear pronunciation of words will help your listener to better understand your message. Many speakers do not pronounce the end sounds of words, for example, dropping the sound in walking to sound like walk-in. When they speak fast, they run the sounds of a group of words together and drop some sounds, e.g. "Whadijado" for "What did you do".

The movements of your eyes, mouth, and facial muscles can build a connection with your audience. Alternatively, they can undermine your every word. Eye focus is the most important element in this process. No part of your facial expression is more important in communicating sincerity and credibility. The importance of good body language can't be underestimated. It's incredibly important not only to audience engagement, but to how your overall message is received. No matter how good your speech, if you are motionless, expressionless and dull, your audience will lose interest within minutes.

To help you master your body language, the London Speaker Bureau have put together quick and simple tips.

Posture

Keep a good posture, stand straight with shoulders back, relaxed and feet shoulder width apart.

Do not cross your arms, put your hands in your pocket or slouch.

Face the audience as much as possible and keep your body open.

Breathing

Relaxed and deep breaths ensure that your voice holds power and can project.

Use slow and measured breathing to pace your speech, pause to emphasise key points.

Gestures

Use hand gestures to emphasise your words

Keep the audience's attention by varying your gestures, incorporating your head, arms and hands.

Use positive gestures to sway your audience.

When using visual aids, point and look at the relevant data. The audience will automatically follow your hands and eyes.

Eye contact

Moving from face to face, making eye contact while speaking ensures that the audience is engaged. When answering an audience member's question one should maintain eye contact, this conveys sincerity and credibility.

Movement Move around the presentation space, your speech will be more dynamic. Use movement to illustrate transitions from one subject or key point to another. Stepping towards the audience creates a positive feeling, use this technique when you want to encourage or persuade your audience.

Facial expression

A simple smile will make your audience feel more comfortable and at ease.

Some of the tips to be in front of audience are as follows:

Big and Balanced.

Abrahams says nervous speakers make themselves small. They hunch in their shoulders. When they say they're happy to be there, they're not credible at all. When you present, you want to be big and you want to be balanced. Here's how.

Stand square.

Start with your shoulders square to the audience. Your head should be straight up. Do not tilt your head or lean. Your feet should be pointing straight ahead, not splayed out. Planting your feet properly makes it harder for you to sway. Swaying, says Abrahams, is a self-soothing behaviour to help us feel more comfortable. Babies suck their thumbs; adults sway. Don't do it.

When you move, move with purpose.

This is the part I found so hard. You should not be pacing robotically. Instead, walk to the middle of the stage. As you begin speaking, take a step forward. When you welcome everyone or thank them for coming, move your arms up and out into a sort of very loose hug. (This sounds and feels weird, yet looks totally natural. Watch the video of Abrahams doing it, and you'll see what I mean). "When we gesture, we gesture out and away," says Abrahams. "Extend out." He also says that when you make big, sweeping gestures, your body releases chemicals that make you feel more confident. Who couldn't use more of that?

Walk during transitions.

Now, when do you traverse that big stage? During transitions. There is no need to go hiking from stage left to stage right as you're trying to make an important point. It's distracting for everyone. You can, and should, walk during transitions. Otherwise, stand in one place and make your point. Your hands can be at your sides (feels awkward, looks natural) or loosely clasped in front of your belly. Don't clasp your hands any higher, or your shoulders will hunch in and you'll seem small.

CONCLUSION:

Oral communication is a two-way process that requires a speaker and a listener. It is most effective when the sender has good speaking skills and the receiver has good listening skills.

- Hearing is different from listening in that hearing is the physical ability to hear sound and occurs unconsciously, while listening is to hear something with thoughtful and close attention.
- There are two types of listening
- Passive listening and active listening.
- Active listening can be improved by paraphrasing the speaker's message, identifying your weaknesses, preparing yourself mentally and physically, and setting priorities.
- The principles of speaking include:
- Interpretation of symbols creates meaning.
- There are regulative and constitutive rules.
- Punctuation affects meaning.
- Voice attributes (e.g., volume, pitch, tone, tempo) affect speech quality.

MULTIPLE CHOICE QUESTIONS:

1. Communication provides _____ to the audience.
 - a) Frustration
 - b) Logic
 - c) **Information**
 - d) None of these

2. Communication has three elements in it. Which of the following is not one of them?
 - a) Visual
 - b) **Variety**
 - c) Vocal
 - d) Verbal

3. Vocal element includes_____
 - a) Rate
 - b) Quality
 - c) **Voice**
 - d) None of these

4. Theory for need & significance is given by_____
- a) **Edgar dale**
 - b) Dale Steven
 - c) John Marco
 - d) Antonio
5. Theory of significance defines about _____
- a) Learning activities & process
 - b) Learning methods
 - c) Learning theories
 - d) **Learning activities & outcomes**
6. Verbal communication includes _____
- a) Sound
 - b) word
 - c) language
 - d) **all these**
7. _____ is the process of communicating information to an audience.
- a) Body language
 - b) **Public speaking**
 - c) Expression
 - d) Silence
8. Speaking to inform is also known as _____
- a) Insisting speech
 - b) Innovative speech
 - c) **Informative speech**
 - d) None
9. Entertain speech aims in _____
- a) Motivation
 - b) **Comedy**
 - c) Information
 - d) Morality
10. Which of the following is not a type of public speaking?
- a) Persuasive

- b) Entertain
- c) **Moral**
- d) Informative

11. Speaking to persuade is also known as _____

- a) Pertaining speech
- b) **Persuasive speech**
- c) Passion speech
- d) None

12. Which among the following is not a type of verbal speeches?

- a) Small group speech
- b) Public speech
- c) **Meeting**
- d) Interpersonal

13. There are _____ types persuasive speeches

- a) Four
- b) **Three**
- c) Eight
- d) Five

14. Which of the following is not the type of persuasive speech?

- a) Factual
- b) Value
- c) **Rate**
- d) Policy

15. Speaking about the matter to the large audience is known as _____

- a) Small group communication
- b) Medium group communication
- c) **Public communication**
- d) Interpersonal communication

16. Meetings are the example for _____ communication

- a) Public speaking
- b) **Small group**
- c) Interpersonal
- d) None

17. Which one of the following is the first step in drafting a speech?

- a) **Topic research**
- b) Audience analysis
- c) Expression
- d) Words

18. Oral communication is also known as _____

- a) Orate
- b) **Oration**
- c) Ornate
- d) Orally

19. According to need and significance of oral communication _____ gives 90% of outcome

- a) **Experience**
- b) Listening
- c) Reading
- d) Visualisation

20. A simple _____ will make your audience feel more comfortable and at ease.

- a) Challenge
- b) **Smile**
- c) Nature
- d) Voice

21. _____ focus is the most important element in speech process.

- a) Audience
- b) Topic
- c) **Eye**
- d) Hand

22. The form of communication takes place between two individuals and is thus a one-on-one conversation is _____

- a) Intra personal
- b) Individual
- c) Two-way
- d) **Interpersonal**

23. It is said that 55 percent of the message is received from _____

- a) **Visual cues**
 - b) Verbal cues
 - c) Vocal cues
 - d) None
24. A) "The public speaking which aims in motivating the audience is Persuasive speech"
B) "Entertaining speech will always have a moral towards audience"
- a) A and B are true
 - b) **Only A is true**
 - c) Only B is true
 - d) A and B are false
25. A)"Oral communication needs comfortable language for its execution"
B)"Eye contact with audience is one of the important elements in speech"
- a) Only A is true
 - b) Only B is true
 - c) **A and B are true**
 - d) A and B are false

DIRECT QUESTIONS (8 marks each)

1. Define Oral communication. Explain the need and significance.
2. Explain Edgar dale's theory for significance of oral communication with diagram.
3. How Oral communication is different from other types of communication Discuss with its elements.
4. Explain the types of Verbal Speeches with suitable example
5. 'Public speaking is the process or act of performing a speech to a live audience.'
Explain public speaking with its type.
6. How will you draft a speech ? What are the factors you need to be considered ?
7. Explain Wood's lists three principles that explain oral communication and how they affect us.
8. How speech body language and etiquettes plays an important role.
9. How do you give Persuasive speech? Explain with its types.
10. "Drafting speech plays a very important role in speech practicum". Discuss.
11. 'Oral communication is Important' Discuss
12. How can you be effective in your public speaking? Give away some tips.

MODULE 2: **DIALOGUE AND CONVERSATION SKILLS**

A dialogue is a conversation between two people in a book, film, or play. As a noun, a dialogue can be defined as following:

1. Conversation between two or more people
2. An exchange of opinions on a particular subject; discussion
3. The lines spoken by characters in drama or fiction
4. A particular passage of conversation in a literary or dramatic work
5. A literary composition in the form of a dialogue
6. A political discussion between representatives of two nations or groups and so on.

2.1. Meaning:

Dialogue is a conversation between two or more people in a narrative work. As a literary technique, dialogue serves several purposes. It can advance the plot, reveal a character's thoughts or feelings, or show how characters react in the moment. Dialogue is one of the few

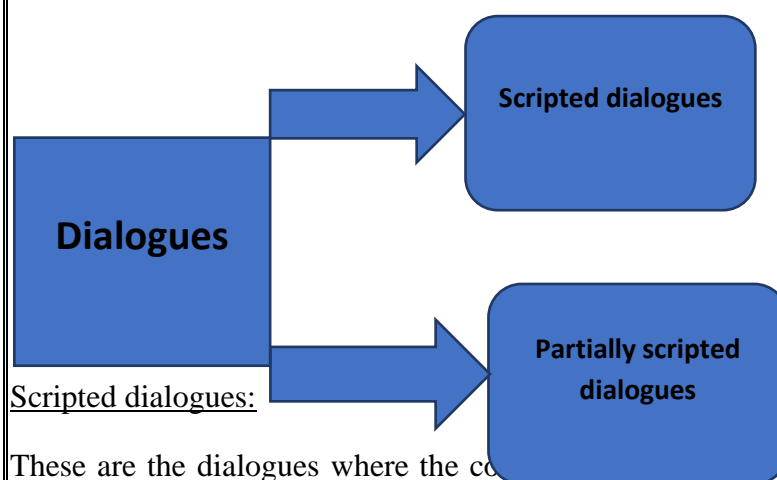
ways that a playwright has to communicate important things to the audience through his/her characters.

Dialogue and Conversation

Conversation is a joint activity in which two or more participants' uses linguistic forms and nonverbal signals to communicate interactively. Dialogues are conversations between two participants (although the terms dialogue and conversation are often used interchangeably).

2.2. Types of Dialogue

Bases on the basic meaning of Dialogues, it can be broadly classified into two main types.



Scripted dialogues:

These are the dialogues where the content is planned in advance as there will be predefined dialogues to the speakers. Both the speakers will be provided with the set of dialogues where there will be no chance of addition of the dialogues on spot. Hence it can be said as the scripted one in nature. Here both the speakers are given with the dialogues.

Example: Drama, skits, Movie etc.

Partially Scripted dialogues:

As the name itself indicates that the dialogues in the conversation will not be fully prepared. Only one speaker will be given with the set of dialogues and the other speaker must answer on spot by his/her ability to be spontaneous. Partially scripted dialogues are the most professionally used kind where the other person can add on the dialogues on spot according to his requirements.

Example: Interview sessions, Discussion Sessions and so on.

2.3. Story telling:

History teaches us many kinds of stories. Flash forward to 700 B.C. The first printed story, the epic of Gilgamesh, was created and began to spread from Mesopotamia to other parts of Europe and Asia. The story was carved on stone pillars for all to see, which spread the story around very quickly. Storytelling for children is a stepping stone for academic learning.

Many children have the habit of learning by rote, without understanding the subject. Storytelling, as a regular activity, can help children to enjoy and better understand what they are reading. This helps them in learning their subjects better.

Storytelling is a unique way for students to develop an understanding, respect and appreciation for other cultures, and can promote a positive attitude to people from different lands, races and religions. There are a number of ways in which storytelling can enhance intercultural understanding and communication. Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values. Story telling is about taking a piece of the human condition (so things like birth, growth, emotionality, aspiration, conflict) and conveying it in a unique situation.

Storytelling can be used as a method to teach ethics, values and cultural norms and differences. Learning is most effective when it takes place in social environments that provide authentic social cues about how knowledge is to be applied. Vocabulary, comprehension, sequencing, memory and creative writing all benefit from storytelling. Storytelling improves listening skills that are essential in learning and in relationships. Storytelling encourages creative writing, creative thinking and problem solving.

2.3.1. Elements to be considered for a good story:

Writing is hard. In a market where publishers and editors are critical of every story or poem, understanding the 7 key elements of a narrative is more important than ever before. Regardless of your chosen genre or expertise, mastering these elements will help to make you a more successful writer.

1. Setting:

When you're reading and feel like you've been transported to another universe - that's setting. This element of the narrative is incredibly important. Setting establishes the time, place, and environment in which the main characters or narrator operates. Crafting a high-quality setting is the difference between a believable story and one that falls flat.

2. Characters:

Once the time place and location is set it is must that one should decide what the characters to be involved in the story are. There are mainly 3 types of characters which are very essential for a good story:

- a) Central characters: A character is any person, animal, or figure represented in a literary work. Characters are essential to a good story, and it is the main characters

that have the greatest effect on the plot or are the most affected by the events of the story.

- b) Protagonists: A protagonist is the central character or leading figure in poetry, narrative, novel or any other story. A protagonist is sometimes a “hero” to the audience or readers. The word originally came from the Greek language, and in Greek drama it refers to the person who led the chorus. While there is usually only one protagonist in a story, this isn't always true. In romantic comedies and “buddy stories,” there can be two protagonists. For example, in Romeo and Juliet it is the fate of both characters, not just one of them, that matters to the story. Same with Lethal Weapon and the Odd Couple.
- c) Antagonists: The antagonist is the opposing force that brings conflict and is instrumental in the development of the protagonist, or main character. Every good story should have an antagonist. An antagonist is the character or thing that is against the protagonist in a text. The antagonist is often thought of as the “bad guy,” but that may not be the case. The protagonist could be the bad person, and the antagonist is the person or thing that opposes him. Three writers discuss what makes a good antagonist. According to Wikipedia: “An antagonist is a person or group of people who oppose the main character.” But the antagonist can also be non-human. It can be a dragon, a Martian, a volcano, a disease like Parkinson's; anything that opposes the protagonist.

3. Plot:

Plot is a literary term used to describe the events that make up a story, or the main part of a story. These events relate to each other in a pattern or a sequence. The structure of a novel depends on the organisation of events in the plot of the story. A plot is a causal sequence of events, the “why” for the things that happen in the story. The plot draws the reader into the character's lives and helps the reader understand the choices that the characters make. A plot's structure is the way in which the story elements are arranged.

4. Conflict:

In works of narrative, conflict is the challenge main characters need to solve to achieve their goals. Traditionally, conflict is a major literary element that creates challenges in a story by adding uncertainty to if the goal would be achieved. A narrative is not limited to a single conflict. Conflict, such as a power struggle between a hero (or protagonist) and villain (or antagonist) is arguably the most important element in fiction because without conflict there is no movement and no narrative drive. A lack of conflict in stories is a common error among beginning writers. Totally it is an obstacle created by antagonist towards other characters or protagonists.

5. Theme:

In literature, theme refers to the main idea or moral of the story. Sometimes this main idea or moral is stated directly, and sometimes the reader has to think about the main idea. In most literary works, there could be more than one theme. The theme in a story is its underlying

message, or 'big idea.' In other words, what critical belief about life is the author trying to convey in the writing of a novel, play, short story or poem? This belief, or idea, transcends cultural barriers. It is usually universal in nature. Of course, your story may have more than one theme. But you should at least identify one “main theme,” or major idea, that your story will focus on. It may also help to identify the “spine” of the story, or the main narrative thread. The spine is usually just one sentence that summarises what the story is mostly about.

The theme may be of two types called as major theme where there will be only one single idea around which story revolves. But Minor theme means that the theme or idea which is often shown in the story.

6. Narrative Arc:

It is a way in which a story would be told to the audience. It is a talent of narrative a story in the form of arc where all the above mentioned elements to be included.

- a) Higher tension: It is the point where the conflicts are narrated in such a way that the tensions are higher than one another or the suspense and thrill twist moment of the story.
- b) Climax: The point of pooling all the scenes and characters together is called as climax. It is the place where most of the tensions are created and the decision regarding the problems is taken and also all the suspense are made known to the audience.
- c) Resolution: It is the end of the whole journey of the story. Here the protagonist will understand the situation and also the oral of the story will be revealed to the audience.

2.4. Summarisation and Feedback techniques

In the busy world of today people have little time to read long winding reports and documents. Summaries, on the other hand, are easy to read. They are short and include only information that is relevant. Here are some guidelines for summarising a passage.

A summary is a short retelling of a longer written passage, containing the author's most important ideas. Summarising helps improve both your reading and writing skills. To summarise, you must read a passage closely, finding the main ideas and supporting ideas. Then you must briefly write down those ideas in a few sentences or a paragraph.

It is important to understand the difference between a summary and a paraphrase. A paraphrase is simply a rewriting of a passage in your own words. A summary, on the other hand, contains only the main idea and the supporting ideas of a passage. A summary will be much shorter than a paraphrase.

How to Summarise a Paragraph:

1. Preview and read. Preview and read the paragraph closely. You probably will find that you need to read the paragraph more than one time.

2. Make a list or outline: Determine the main idea and the supporting details of the paragraph. Make a list or outline of these ideas. Be sure to use your own words.
3. Write a summary: Using your list, write a summary of the paragraph. State the main ideas, followed by important ideas. Limit your summary to just one or two sentences.
4. Read aloud and correct: Read the summary aloud, correcting any mistakes.

EXAMPLE OF A SUMMARY

“The Northern Lights”

There are times when the night sky glows with bands of colour. The bands may begin as cloud shapes and then spread into a great arc across the entire sky. They may fall in folds like a curtain drawn across the heavens. The lights usually grow brighter, then suddenly dim. During this time the sky glows with pale yellow, pink, green, violet, blue, and red. These lights are called the Aurora Borealis. Some people call them the Northern Lights. Scientists have been watching them for hundreds of years. They are not quite sure what causes them. In ancient times people were afraid of the Lights. They imagined that they saw fiery dragons in the sky. Some even concluded that the heavens were on fire.

Summary The Aurora Borealis, or Northern Lights, are bands of colour in the night sky. Ancient people thought that these lights were dragon on fire, and even modern scientists are not sure what they are.

2.5. Speaking Manners and Etiquettes

Etiquettes:

Etiquette is the outward demonstration of respect and courtesy for others. One might think that these expressions are universal, but in fact, they are not at all. Every etiquette guideline is up for redefining in cross-cultural contexts, as every cultural ideology has its own perceptions and demonstrations of courtesy, respect, honesty, and civility. Considerations of generosity of spirit, deference to others, and displays of respect vary in different cultural contexts. Applying the guidelines of etiquette from your own culture in a different cultural context can inadvertently violate the etiquette codes of that culture. In the end, despite your best intentions to demonstrate courtesy and respect by adhering closely to the guidelines of courtesy you've been taught from your home culture, you have shown yourself to be arrogant, clueless, and discourteous.

Numerous examples abound. Handshaking is one area. In the MODULEed States, a firm handshake with solid eye contact is a sign of confidence and respect, while in many other places in the world, the same handshake and eye contact is entirely self-centred and disrespectful as a show of arrogance and entitlement.

Clothing is another area. Low-cut and see-through blouses may indicate poor judgment in the MODULEed States, but in other cultures, where such attire is the norm, this is much less true. Contrarily, in many Middle Eastern nations women are expected to wear extremely loose dresses that cover neck to ground and a head scarf that covers all of their hair and at times their faces except for the eyes – even as the mercury rises and tops 100 degrees. In these cultures, such attire is an indication of respect, courtesy, and good etiquette. Courtesy is shown to the men of these cultures by women not showing their bodies and making the men uncomfortable. At the same time, respect is given to women as they are not leered at lasciviously when dressed in this fully covered way. However, people of many cultures of the world disagree with this premise entirely, contending that insisting women dress in this way is in itself an indication of discourtesy and disrespect. Thus, courtesy and respect are in the eye of the cultural beholder.

Physical contact is another area where cultural guidelines differ substantially. In many Asian cultures, there are so many people that it is customary to cram into each other on the subway or bus, with each person literally taking up only the space his or her body needs and everyone else filling all of the space around them. When the population equates to more than 6,000 people per square acre, public transportation is crowded indeed. Bodily contact cannot be avoided, with shorter people squishing under the arms of taller people to find space on the car or bus, and full body contact the absolute norm. To wait for a train or bus that would make you and the other riders less cramped and more comfortable would mean to wait for hours and hours. In the MODULEed States, cities are not this crowded, so public transportation codes of etiquette call for allowing each person her own space to be comfortable. At the same time, people of many Asian cultures bow to one another as a respectful greeting rather than exchanging bodily contact of any form, as this bowing is considered a sign of deep respect and consideration – it is most decidedly the proper thing to do.

2.5.1. Speaking mannerism

It is said that nonverbal communication conveys as much as 93% of our overall communication messages. This is perhaps why it is said that actions speak louder than words. Nonverbal cues are our actions and behaviours, facial expressions and gestures, and vocal cues. They cover considerations of personal space, touch, body movement, and tone of voice, among others. In considerations of courtesy and etiquette, you want to be sure that your nonverbal communication cues are sending the same courteous, respectful, considerate, and honest messages as your words themselves. You also want to pay close attention to the nonverbal cues of those with whom you are interacting, and try as best you can to catch and accurately interpret the signals they are sending you.

The list of possible nonverbal communication cues that etiquette includes are far too numerous to cover here. Rather than list all of the possibilities, it's important to be aware of a couple of things about nonverbal communication characteristics.

Your posture conveys interest and attention. Slumping or slouching while you speak suggests laziness, disrespect, and disinterest in the other person. A smile sends the message of warmth,

openness and friendliness, but false smiles appear insincere and never-ending smiles rouse suspicion. A frown or furrowed brow conveys worry or anger, despite the words you use.

Gestures should be used mildly to accentuate a point, but overdoing gestures becomes an unwelcome distraction. It's best to avoid fidgeting-type gestures, such as playing with your hair, tie, or jewellery; drumming your fingers; shaking your leg incessantly; snapping the clip on a ballpoint pen, and jiggling the change or keys in your pocket.

Nodding can indicate understanding as well as agreement. Too much head-nodding can label you as silly or overly eager to please, particularly within a business context. Pointing at others can be construed as hostile or negative, whatever the pointer's intent. It also brings attention to someone who probably doesn't want to be the object of curious glances and stares.

It's important to pay attention to features of the voice as well. Vocal volume, tone, and rate of speech should be appropriate. Too loud a voice may unnerve, and too soft requires listeners to ask you to repeat yourself. Too fast of speech is difficult to understand, while too slow may try the listener's patience. Inflections make the speech more interesting while monotone dulls it. Enunciation is pronouncing words correctly as well as completing them. Dropping letters and slurring words can make it appear you're mumbling. On the other hand, enunciating too perfectly appears affected. Accents are a normal part of life – we all have one. It's not appropriate to make fun of others' accents.

Eye contact is perhaps the single most powerful piece of nonverbal communication. The eyes convey so much. Looking into the other person's eyes during a conversation shows your interest in that conversation. Too little eye contact, such as either party not looking into the other's eyes at all, can indicate disinterest and lack of attention. If your listener won't look at you while you're speaking, you can stop mid-sentence and ask what they find so fascinating. Too much eye contact, however, such as staring, can be perceived as strange or threatening. It can also send unintended messages of attraction or interest. The best strategy is to shift your gaze to other parts of the face occasionally.

You may be able to say with your body and actions what you can't say with your words, lest you risk offence. For example, if someone moves in to hug or kiss you as a greeting and you don't want this, you can smile and extend your hand or slightly back away rather than allowing them to come in. If someone invites you somewhere you really don't want to go, you can pause for a moment in reply, before offering a polite refusal, allowing your brief silence to send the message that "no, thank you" or perhaps an alternative suggestion is your intended response.

Below are top 10 verbal communication tips we should all strive to master. Each of these is just as important in our personal lives as in our professional lives. By improving your verbal communication skills you will quickly connect and build rapport, earn respect, gain influence, and become more likeable and accepted.

1. Be friendly.

People who communicate with a friendly tone and warm smile almost always have the edge. The reason is simple: we are subconsciously drawn to people who are friendly because they make us feel good and bring more enjoyment to our lives.

2. Think before you speak.

One of my favourite English Proverbs is “Better to remain silent and be thought a fool, than to open your mouth and remove all doubt.” I find that many people say whatever goes through their minds without putting any thought into what they are saying. As a result they say things that end up reflecting poorly on themselves.

3. Be clear.

Most of us don’t have the time nor do we want to spend our emotional energy to figure out what someone else is trying to say. People who are indirect in their verbal communication and who tend to hint at things without saying what’s really on their mind are seldom respected. When there is something you want to say, ask yourself, “What is the clearest way I can communicate this point?”

4. Don’t talk too much.

Last week I met with a personal chef. At first I was impressed with him and considered hiring him for an upcoming event. However, the more he talked the less impressed I became. Very few people like to be around someone who talks too much and dominates the conversation.

5. Be your authentic self.

Today, (more than anytime during my lifetime), people are turned off by those people who feel the need to put on a show to make their point. Instead, people are attracted to someone who speaks from the heart and is genuine, transparent, and real.

6. Practice humility.

Humility is having a modest view of one’s own importance. It is one of the most attractive personality traits one can possess and is one of the most significant predictors of someone who is respected. People who speak with humility and genuine respect for others are almost always held in high regard.

7. Speak with confidence.

You don’t have to sacrifice self-confidence to practice humility. Confidence is a self-assurance arising from an appreciation of one’s true abilities, whereas humility is having a modest opinion of one’s own importance. Speaking with confidence includes the words you choose, the tone of your voice, your eye contact, and body language.

8. Focus on your body language.

When you are engaged in face-to-face verbal communication, your body language can play as significant of a role in the message you communicate as the words you speak. Your body language communicates respect and interest. It puts real meaning behind your words.

9 Be concise.

Very few things are more irritating to me than when someone can't get to the point of what he or she is trying to say. Plan ahead. Constantly ask yourself, "How can I say what needs to be said using the fewest number of words possible while still being courteous and respectful?"

10. Learn the art of listening.

Being an attentive listener is more important in verbal communication than any words that can come out of your mouth. You must show a sincere interest in what is being said, ask good questions, listen for the message within the message, and avoid interrupting.

2.6. Debates:

Although debating in various forms has a long history and can be traced back to the philosophical and political debates of Ancient Greece, such as Athenian democracy, modern forms of debating and the establishment of debating societies occurred during the Age of Enlightenment in the 18th century.

Debate is a process that involves formal discussion on a particular topic. In a debate, opposing arguments are put forward to argue for opposing viewpoints. Debate occurs in public meetings, academic institutions, and legislative assemblies. It is a formal type of discussion, often with a moderator and an audience, in addition to the debate participants.

Logical consistency, factual accuracy and some degree of emotional appeal to the audience are elements in debating, where one side often prevails over the other party by presenting a superior "context" or framework of the issue. In a formal debating contest, there are rules for participants to discuss and decide on differences, within a framework defining how they will do it.

Debating is carried out in debating chambers and assemblies of various types to discuss matters and to make resolutions about action to be taken, often by voting.[citation needed] Deliberative bodies such as parliaments, legislative assemblies, and meetings of all sorts engage in debates. In particular, in parliamentary democracies a legislature debates and decides on new laws. Formal debates between candidates for elected office, such as the leader's debates, are sometimes held in democracies. Debating is also carried out for educational and recreational purposes, usually associated with educational establishments and debating societies.

The purpose of debate is to express yourself and speak your heart out on a given topic. And you will get the opposition in your reasoning. The art of debating teaches you to prove your point, even if you get the contradiction. It tests your reasoning.

Participation in debates enables you to become less narrow-minded, to look at all sides of an argument, to provide scope and structure to your work and in practice to develop the art of public speaking and rhetoric.

A debate should have the following characteristics:

1. Informative: a good debate presents complete information and factual setting. Debate is supposed to inform the public of what they should know, to educate the people, and to help them reach a logical understanding of the facts. Debaters should feed the audience the necessary facts and evidence to will properly aid the latter in learning, grasping and appreciating the novelty of the motion. Debaters should not rely merely on their own opinions but on the general principles laid down by the authorities and experts.

2. Well-reasoned: arguments raised in a debate must be logical, relevant, competent and well explained. Arguments must show a direct link on the motion that is debated upon. Arguments must support the core that will aid the team prove their claims. Arguments raised must be acceptable to an average reasonable person who has an average analysis of the issues presented. All questions that will lead to the conclusion of the debate must be clarified, answered, and analysed. Debaters should make all their points clear and understandable.

3. Persuasive: Debate should give emphasis and force to strong arguments that need the support of the people. In order to convince the people in the position that debaters are supporting, debaters must be fair in presenting their issues. Debaters should build rapport with their audience and help them follow the points raised by the debaters.

4. Orderly: A debate must follow a certain format that will govern the proceeding of the debate and the conduct of the debaters. The rules should among others set the task of each speaker and the time limit allotted to each of them. Speeches must be organised, structured and presented in a methodological form.

5. Dynamic: Since in a debate, two teams present opposing views, said views must be responded to by both teams respectively. All important points must be questioned and answered by each team and teams must directly clash with the points raised by their opponent. Each speaker must contribute and respond to the requirements and necessities of the debate.

2.6.1.Types of debate:

There are different types of debates. We can classify the debate into many kinds. Here are some kinds of debate:

1. Lincoln- Douglas debate: It is a kind of debate where there is only one speaker in the side of affirmative as well as in the side of negative. Usually affirmative side of speaker begins the debate and followed by the negative sided speaker. This kind of debate is also known as “Two men debate”.

2. Rebuttal debate: It is a kind of debate where each team from affirmative and negative side having two to three members in the team forms a debate. It is only difference that the debate is between not two people but it is between two teams. Even here the affirmative sided starts debate and negative sided team will follow the debate.
3. One Rebuttal debate: It is a modified form of Rebuttal debate where the two teams will form the debate. In this debate all of the speakers have the chance of refute argument except one person who had been given chance to speak in the previous turning from the affirmative side. And that person will be given chance to windup the debate discussion at the end of the session.
4. Oregon- oxford debate: It is the traditional debate format used in the governor's debate, house debate rules, parliamentary debates, colleges and all over the country. There are two sides in this debate affirmative and negative side. The debate starts with the negative sided speaker and it will be followed by the affirmative speaker. Here the team members will be decided with the particular defenders in another team and they are not supposed to defend their answers with other members of the team.

2.6.2. Professional Significance of Debates:

Debate is an essential opportunity that should be provided to all students. Studies and professional opinions touting the benefits of participation in speech and debate, also known as forensics, are easily found. Students develop skills in research, critical thinking, organisation, persuasion and communication.

Speech and debate students see tangible benefits from participation while in school – confidence in speaking situations, spontaneity in interviews, improved writing in other courses, diverse perspectives. These skills also benefit the student after high school.

The above argument is formatted using a model developed by Stephen Toulmin, British author and philosopher. Speech and debate students learn this format for argumentation and employ it in competition. The model includes four traditional components: claim, data, warrant and backing, with a disputed claim or more complex argument also including a counterargument and rebuttal.

There are number of professional significance of debate in ones life. In general the benefits of debate include:

- a) Gaining broad multi-faceted knowledge cutting across several disciplines.
- b) Increasing learner's confidence, poise and self esteem.
- c) Providing an engaging active learner centred activity.
- d) Improving higher order and critical thinking capacity and skills.
- e) Enhancing the ability of structuring and organising the thoughts.

- f) Improves learner's analytical research and note taking skills.
- g) Improves ability to form balanced informed arguments and to reasoning and evidences.
- h) Increases effective speech composition and delivery ability.
- i) Encourages team work.
- j) Controls and makes strong of ones emotional stability.

2.7. Group discussion:

What is a Group?

A group, in the context of organizational communication, is defined as a collection of individuals who interact with each other, accept expectations and obligations as members of the group and share a common identity. Group activities have certain advantages and disadvantages.

What Is a Discussion?

A discussion is understood as an activity of sitting and talking about a specific subject. The word 'discuss' has been derived from the latin root 'discutere', which means to shake or strike. Thus 'discussion' refers to thoroughly shaking up the subject, that is, examining it thoroughly to reach a conclusion.

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.

"Group" is a collection of individuals who have regular contact and frequent interaction and who work together to achieve a common set of goals. "Discussion" is the process whereby two or more people exchange information or ideas in a face-to-face situation to achieve a goal. The goal, or end product, maybe increased knowledge, agreement leading to action, disagreement leading to competition or resolution or perhaps only a clearing of the air or a continuation of the status-quo.

"Group Discussion", popularly labeled as GD, is a methodology used by an organization (company, institute, business school, etc.) to gauge whether the candidate has certain personality traits. GDs form an important part of the short-listing process for recruitment or admission in a company or institution. In this methodology, the group of candidates is given a topic or a situation, typically given some time to think about the same, and then asked to discuss it among themselves for a specific duration (which may vary from one organization to another). 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.

Why is a "GD" conducted?

Organizations conduct GDs to find out whether you possess the critical qualities/skills to contribute effectively to the goal accomplishment process. Group Discussions are held because business management is essentially a group activity and working with groups is the most important parameter of being successful as a manager. Apart from that, the candidates are evaluated on the basis of their communication skills, knowledge, leadership skills, listening skills, conceptualizing ability, etc.

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.

2.7.1. Need for Group discussion:

The objective of a selection in GD is mainly to check your team playing skills. You have to understand the other persons' point of view, while making your point and ensure that your team as a whole reaches a solution or agreement that is both feasible and accepted by all team members.

There are four major areas of evaluation in selection GDs:

Subject knowledge, oral communication skills, leadership skills and team management.

Subject knowledge

Participants must possess a thorough understanding of the topic on which they are supposed to speak. You must prepare yourself to talk on a wide range of subjects. Be abreast of the current events, national and international affairs, burning social and economical topics, scientific and environmental issues, key newspapers' controversial topics and any experience that may be expected of an educated person. As a member of the group, you are expected to contribute substantially to the discussion. The originality of your ideas, your knowledge and initiative and your approach to the topic or case contribute to your success in the group discussion. The best way to equip you is to read daily newspapers, good magazines, national and international journals and also watch new bulletins and informative programmes on the television. Internet is the greatest boon which provides you with everything you are looking for. The World Wide Web is a vast database of current authentic materials that present information in multimedia form and reacts instantly to a user's input.

The greater your knowledge of the subject, the more enthusiastic and confident you will be during the discussion. Once you have understood the topic or issue, you should be able to

generate ideas as well as organise them so that you present it well. You will have the ability to analyse facts or information in a systematic way. A person putting forward new ideas that may work will be accepted as the natural leader of the group. The panel will observe the ideas put forward, their originality, the depth of analysis and their relevance to the topic.

Problem solving skills are essential and do not hesitate to give solutions. Your approach to the case study will be observed keenly by the evaluators.

Oral Communication Skills

If subject knowledge is important, communication skills is more important as without expression, the knowledge is of no use. As the exchange of ideas in a group discussion takes place through speech, one of the pre-requisites of success in a GD is the ability to speak confidently and convincingly. Good communication skills include active listening, clarity of thought and expression, apt language and proper non verbal clues.

Leadership skills

The success of any team depends to a larger extent on its leader. The panel evaluates a candidate's personal skills which allow him to prove himself as a natural leader in the GD. Though there is no appointed leader in a GD, a leader emerges. Assertiveness, emotional stability, objectivity, self- confidence, decision making, discretion, initiative, good communication skills, patience, persuasiveness and adaptability are some of the leadership qualities that are immensely useful in proving oneself as a natural leader in GD.

A good leader should neither be very authoritative nor submissive but must be democratic. Such leaders see to it that all the members in the team participate and when there is a problem, try to deal with it amicably. Leaders should know how to deal with the 'bull dozers', who make noise but do not have any logic.

One of the weaknesses of most human beings is that we love to listen to our own voice rather than listen to others. Listening is as important as speaking in a GD, unless you listen, you cannot contribute to the stated purpose of communication. It is extremely important to listen very carefully, only then you will be able to pick up the thread of discussion and continue. Only active participation as a listener in a group makes a person a good leader. A leader is identified by the panel. Clarity is the art of making yourself clear to the audience. Only when your expressions are clear, you can convince your team and the panel. More than words, it is the tone in which they are spoken that conveys the message. You should not be too loud or too soft. A lively and cheerful voice with appropriate modulations will attract the audience. Proper articulation of words, achieved through phonetic accuracy is very essential slang, and artificial accents are to be avoided.

The flow of language must be smooth. Use simple language and avoid long winding sentences. Appropriateness of language demands that there should be no errors of grammar. Do not use unfamiliar phrases and flowery language. Be precise. Be polite and courteous.

Non verbal clues include eye contact, body movements, gestures and facial expressions. The panel very keenly watches the non verbal behaviour of the team. They generally evaluate the body language cues of the team to determine personality factors such as nervousness, co-operation, frustration, weakness, insecurity, self confidence, defensiveness, etc. A candidate who appears professional is more likely to be noticed by the panel. A confident posture, appropriate facial expressions and meaningful eye contact with the team will create a good expression.

2.7.2. Team behaviour

Your group behaviour is reflected in your ability to interact with the other members of the group. You must be mature enough to not lose your temper even if you are proved wrong. You must be patient and balanced. Your success in a GD depends on how well you play the role of initiator, information seeker, information giver, procedure facilitator, opinion seeker, opinion giver, clarifier, summariser, social-supporter, tension reliever, compromiser, attacker, humorist and dominator. The selection panel notes the differences in the amount of participation of the members. They observe the silent spectators, the ever dominating but not contributing much, member who participates actively exhibiting his knowledge and the moderate ones. Your ability lies in analysing the problem well and making others to endorse your view. Finally while appreciating others point of view, you should effectively present yours without contradicting other's opinions. Your ability in convincing the team is your success

TO SUMMARISE:

Advantages of a GD:

- Ideas can be generated, shared and tried out.
- Groups provide a support and growth for any Endeavour.
- Combine talents to provide innovative solutions.

Your problem solving ability increases.

Group discussion essentially builds one's problem solving ability, due to the very fact, that the topic of the discussion is usually some dilemma, or an issue that needs to be resolved. So, even if your discussion doesn't amount to a specific solution in the end, you will have to use your mind to at least steer the discussion to a possible solution. This will have marked effect on your ability to build an objective thinking which is essential in solving problems. Your observation and listening skills are improved.

In order to build up your own arguments, one of the things that you would need to look at, would be the other involved in the discussion. You can't just rely on all the information that your mind has collected on the topic of discussion, and go on putting your points. This is because, in case you don't listen well, your arguments won't make any sense in the overall

discussion. The arguments you make have to be in reflection to the ideas being expressed in the discussion; and so, your observation and listening skills will be affected in a positive way.

Your confidence gets boosted

Knowing that you can come up with ideas on a topic that you've been given just minutes ago, and they effectively discuss it with people that you've never known before – the process of group discussion undoubtedly builds up a lot of confidence.

The importance of group discussion is told to every final year student as this is one of the most important criteria in an interviewing process. In order to understand why group discussion plays such a huge role in the selection process, it is essential for you to understand it from the perspective of an interviewer and also, how it is useful for you as a candidate, so as to enable you to improve your skills in a GD round.

A GD round is ideally conducted in order to understand a candidate's interpersonal skills. Since group discussions in an interview involve discussing topics with individuals you have never interacted with before, how well you're able to put across your point and are able to lead a discussion is judged upon, based on which how you can work in a team or lead them can be easily assessed. It also portrays to the interviewer a side of your attitude which you might probably display in your workplace.

Since GD is given importance in an interview, it is best if you involve yourself in GD's during your education as this not only improves your listening skills, but also increases your confidence in speaking and helps you mould your attitude according to each group. Further, it also improves your ability to think critically and helps in problem solving.

In order to improve your skills, all you need to do is observe, practice and participate. To start off with, attend as many seminars and tutorials as possible and observe various aspects such as, how they make critical comments, ask questions, disagree with others, interrupt others, and so on. Next, start practicing your discussion skills in informal groups and sessions and you can also ask others for their feedback. Finally, do not miss any opportunity to participate in discussions and contribute as much as possible with valid points and learn the skills of group discussions. Once you've already gone through the process of trial and error, at the time of an interview, you are better prepared to participate in a GD in front of an interview panel.

2.7.3. Methods of group discussion:

In life, there are times that you will be working in a group. You may have to lead a discussion as part of a school assignment. In work, you may be responsible for leading a discussion during a meeting. An effective group discussion will involve all participants, so make sure to incorporate everyone's opinion. Encourage quiet participants to share, and write down information as you go. Introduce new topics as they come up in order to direct the discussion towards some kind of conclusion. With a little patience, you can lead a great group discussion.

There are some of the processes or Method to be followed in the GD where it could be effective. They are:

1. Allow everyone to introduce themselves.

To start a group discussion, you will want to make sure everyone is comfortable. A good way to break the ice is to let everyone introduce themselves. This way, you'll go into the discussion with everyone knowing everyone else a little bit.

You can go around the room and have everyone say their name. You may want each person to explain why they're participating in the discussion.

For a classroom setting, an icebreaker activity may work well. You could, for example, have everyone share their favourite ice cream flavour.

2. Establish some ground rules.

Before launching into the discussion, make sure everyone knows the rules of conduct. You want to go into the discussion with boundaries for respect firmly established. Advise everyone to treat one another with respect. Make it clear there should be no name-calling, personal attacks, or profanity. You can argue with someone's idea or opinion, but cannot argue with that person on a personal level. Make sure people know not to interrupt. Remind everyone the point of this discussion is for everyone to share equally. Remind everyone to be aware of time, and to make their points succinctly so everyone has the chance to share. Encourage people to consider their comments seriously, and to avoid becoming defensive if someone disagrees.

3. Explain the topic.

Usually, a group discussion will be based around a central topic. Even if the participants know what that topic is, give them a quick refresher before the discussion begins. You can introduce the topic by asking questions. For example, say something like, "Why are we all here?" This can be helpful if you're managing a conflict, or making plans for an event that are uncertain. You can also quickly introduce the idea. Say something like, "As you know, today in class we're going to discuss gun control."

4. Ask open-ended questions to begin.

You do not want to ask questions with a simple "yes" or "no" answer, especially not initially. Opening questions should not have a right or wrong answer, as this will push people to begin the discussion. Your questions should encourage people to share meaningful thoughts and ideas. Questions can be confusing to the participants. Many participants may not know the answers right away themselves, encouraging them to think during discussion. For example, "What is it about our culture that contributes to gun violence? What are ways we can reduce the problem?" These questions are complicated, and have many potential answers.

5. Move the discussion forward as needed.

Usually, you will have some kind of agenda for a group discussion. You want participants to reach some kind of conclusion, agreement, or insight. As the discussion continues, work to move it towards a conclusion. Keep asking questions throughout the discussion. In addition to asking participants a question, ask questions of the group that complicate the issue. For example, "While we all disagree on what the second amendment means, how much does that matter? Culturally, people interpret it in a specific way. Does the cultural interpretation matter more than the literal meaning?" Push participants for clarification. Getting more insight out of an opinion can help introduce new ideas, leading to new insight for the discussion. For example, "I understand you feel banning automatic weapons would decrease gun violence, but can you tell me more about what makes you feel that way?"

6. Avoid letting one person or group of people dominate.

Oftentimes, you get a mixed group. Some people are shy and withdrawn, while others are not. The more outgoing members can sometimes dominate a discussion, and you want to make sure everyone gets a chance to share. If one group has been bringing up the same point for awhile, try to cut it off in a respectful manner. For example, "I think those issues are important, but I want to make sure we give time to other factors surrounding this debate." Try to bring the discussion back to the shy people. For example, "Lucy made up an interesting point earlier. Maybe we could revisit that."

7. Smooth over conflict. If you're dealing with a sensitive subject especially, people may get angry. If a conversation starts to become confrontational or tense, find ways to break up the tension. Ask people arguing to back up their opinions using outside authority. This will cause the discussion to become more objective and less personal. Ask people to be aware of differences in values. Say something like, "I feel like the two of you share different values. Can we talk about that?" You can also list both sides of the argument on the board. Encourage participants to continue to debate the point, but in a respectful manner. Say something like, "I think we should talk about this, as we all feel strongly, but let's take turns examining each other's points respectfully."

8. Wrap up the discussion.

You should review the discussion briefly when it reaches its end. What has everyone learned? Have you reached any conclusions? Make sure everyone understands the key points made. You can say something like, "I'm hearing half of you feel that we have the right to own guns for protection, while half of you feel there should be heavier restrictions." Have the group review the discussion from here. Ask open ended questions that will lead the group to reflect on what everyone learned. For example, "Have your opinions on gun control changed? Leaving this classroom, how do you think you'll discuss the issue in the future?"

2.7.4. Players in group discussion:

Group discussion mainly focuses on the role which you play in the team. There are different types of role which one will be noted by that. Here is what they look at when enter a group

discussion: Team player – Here they check if you can work in a team. Have patience to hear another person's point of view.

Reasoning ability – Given a question like 'How will inflation affect the job scenario'. One must understand the question and think of the various paradigms that can be affected and if there is a solution to it, then how will it be brought about.

Leadership – Given a start how you lead the group. Bring out the maximum potential of the other members. How you play it cool and keep calm yet resolve the given task. You should be able to give direction, co-ordinate, contribute and inspire.

Initiative – This is given a lot of importance, as you have to know when to speak and when to initiate a new topic.

Assertiveness – You have to be sure and confident of what you say. When you are assertive, it shows in your body language.

Flexibility – On one side you have to be open to what others are talking on a topic. But on the other side you cannot keep dribbling with the stand you have taken. At the onset think which side of the fence you want to sit on and then take a side of the debate and stick to it.

Listening and awareness go hand in hand – You must be alert and know what is happening around you. Listen to what others have to say so you are able to gauge the situation and use it to your benefit.

You will score maximum on your initiative that you take in a conversation. Also once you take up a topic if you keep on track then you score more points. Keeping a cool head when everyone is talking or refuting your point of view and then steering the conversation to its path and asserting your point of view will culminate to scoring more points.

Roles in a Structured GD:

- Initiator
- Information seeker and giver
- Procedure facilitator
- Opinion seeker/giver
- Clarifier
- Summariser
- Social supporter
- Harmoniser
- Tension reliever

- Energiser
- Attacker
- Dominator

MULTIPLE CHOICE QUESTIONS:

1. _____ is a conversation between two people in a book, film, or play
 - a) Story
 - b) **Dialogue**
 - c) Situation
 - d) Debate
2. _____ is a joint activity in which two or more participants' uses linguistic forms and nonverbal signals to communicate interactively.
 - a) **Conversation**
 - b) Dialogues
 - c) Story
 - d) Discussion
3. The dialogues which are prepared in advance for both the speakers is called as _____
 - a) Written dialogues
 - b) Partially scripted

- c) **Scripted**
- d) None

4. How many types of dialogues are there broadly?

- a) Four
- b) Five
- c) Three
- d) **Two**

5. Which of the following is an example for partially scripted dialogues?

- a) Drama
- b) **Interviews**
- c) Movie
- d) Skit

6. _____ is the hero of the story.

- a) Antagonist
- b) Central character
- c) **Protagonist**
- d) Plot

7. The conflict may be _____ in the story.

- a) Person
- b) Place
- c) Situation
- d) **all of these**

8. The sequence of the event in a story is called as _____

- a) Theme
- b) **Plot**
- c) Conflict
- d) Setting

9. _____ is the thing which brings hurdles to the protagonist.

- a) **Antagonists**
- b) Protagonist
- c) Central character
- d) None

10. The point where all the characters and decision taking position occurs is _____
- a) Resolution
 - b) Theme
 - c) Plot
 - d) **Climax**
11. The formal discussion with goal of decision making on one common topic is _____
- a) Meeting
 - b) **Debate**
 - c) Role plays
 - d) Interview
12. _____ is a short retelling of a longer written passage, containing the author's most important ideas.
- a) **Summary**
 - b) Report
 - c) Academics
 - d) Paragraph
13. Which of the following conveys interest and attention from the audience in a speech?
- a) Only knowledge
 - b) **Posture**
 - c) Family background
 - d) Money
14. Debates are broadly classified into _____ types.
- a) Seven
 - b) Eight
 - c) **Four**
 - d) Nine
15. Two-men debate is another name of _____
- a) Oregon Oxford
 - b) **Lincoln Douglas**
 - c) Rebuttal
 - d) None of these
16. The debate which starts from negative sided speaker is _____
- a) Rebuttal

- b) **Oregon oxford**
- c) One rebuttal
- d) None of these

17. The debate where one person is excepted while refuting arguments will be given chance at the _____ in one Rebuttal debate.

- a) **The end**
- b) The beginning
- c) In the middle
- d) Often

18. Which of the following is not a significance of debate?

- a) Enables speech composition ability
- b) Improves reasoning and evidences
- c) Stabilises the emotional controlling capacity
- d) **None of the above**

19. Which of the following is a advantage of a debate?

- a) It is costly
- b) It is time consuming
- c) **Emotional stability**
- d) None

20. _____ is understood as an activity of sitting and talking about a specific subject.

- a) Story
- b) **Discussion**
- c) Dialogues
- d) Argument

21. _____ is a person who starts the discussion in GDs.

- a) **Initiator**
- b) Harmoniser
- c) Team player
- d) Leader

22. Which of the given options suits the good discussion?

- a) Individual arguments
- b) **Team work**
- c) Continuous talking

d) Dumbness

23. Pick the odd one out.

- a) Group discussions
- b) Interviews
- c) **Plot**
- d) Aptitude

24. A)"Debate increases the ability of critical thinking"
B)"Group discussion means taking own decisions about one topic"

- a) A and B are true
- b) Only B is true
- c) **Only A is true**
- d) A and B are false

25. A)"significance of speaking mannerism plays a very important role in business deal"
B)"Oregon oxford debate is a traditional debate followed all over the country"

- a) **A and B are true**
- b) Only A is true
- c) Only B is true
- d) A and B are not true

DIRECT QUESTIONS (carrying 8 marks each)

1. Surya: Hi, How are you ?

Arya : Hello. I am good

If it a dialogues? Explain its types.

2. Story Telling is an art - Explain ?

3. Narrative Arc is a talent of narrative a story in the form of arc. Explain the elements in it.

4. Mention the elements to be considered while you write a good story.

5. Plot and Characters are Interlinked. Then what do you mean by Plot and what are the types of characters.

6. In a debate, opposing arguments are put forward to argue for opposing viewpoints. What do you mean by this and what are its Characteristics ?

7. "Debate is a professional tool for oral communication". Explain.

8. Explain the kinds of debate with suitable imaginary examples.

9. How do you gain good speaking mannerism.

10. Explain the methods and players in Group discussion

11. Define GD. Explain the benevolent phase of it.

12. If you are the players in a group what is your role in Group discussion.

MODULE 3

ORAL VERBAL INTERVIEWS AND PRESENTATIONS

3.1. Introduction

The way you use oral communication skills can either help or hinder your ability to influence or bond with family and friends, and affect your performance at work. Many corporate organizations and professional positions require people who are able to speak well and convincingly. Teachers, professors, doctors, sales people, corporate management personnel, trainers and politicians make use of this skill extensively. Clearly, mastery of oral communication skills can play a vital role in helping you achieve success.

Great communication skills are your ticket to success in the academic and business world. But have you ever been overcome by fear or anxiety prior to going on a job interview or speaking in front of an audience? Knowing when to choose oral communication and polishing your speaking skills can help you at every stage of your career. Oral communication is the process of verbally transmitting information and ideas from one individual or group to another.

It is effective for communication in meetings, conferences, gatherings, group discussions, interviews, face-to-face talks, telephonic talks, etc. It is a direct and informal method of communication. A personal contact is established in such communication. So, it is useful in motivating people. It is very much flexible in nature. It is speedy, economic and suitable for confidential and emergent talks.

Oral communication includes various kinds of tools. Interview is the main oral verbal tool for communication. So this MODULE explains all about the oral verbal interviews.

3.2. INTERVIEWS:

What is an Interview?

When you split the word 'interview' you get two words, 'inter' and 'view'. This roughly translates to 'between view' or seeing each other. This means that both the groups involved in an interview get to know about one another. An interview can be defined as a gentleman conversation between two people or more where questions are asked to a person to get the required responses.

People involved in an interview: Usually two groups or two individuals sit facing each other in an interview. The person asking questions is the interviewer and the person answering the questions is the interviewee.

Objectives of the interview:

So, why are the interviews carried out? In what way does it help the interviewer zero in on the right candidate? Let us find out what are the objectives or goals of an interview.

It helps to verify the information provided by the candidate. It helps to ascertain the accuracy of provided facts and information about the candidate. What the candidate has written in the resume are the main points. What other additional skill set does he have? All these are known by conducting interviews. It not only gives the interviewer information about the candidate's technical knowledge but also gives an insight into his much needed creative and analytical skills. It helps in establishing the mutual relation between the employee and the company. It is useful for the candidate so that he comes to know about his profession, the type of work that is expected from him and he gets to know about the company.

It is beneficial for the interviewer and the interviewee as individuals, because both of them gain experience, both professionally and personally. It helps the candidate assess his skills and know where he lacks and places where he needs improvement. It also helps the company build its credentials and image among the employment seeking candidates.

An Interview is a formal meeting at which someone is asked questions in order to find out if they are suitable for a job or a course of study. An interview can be conducted by a journalist to famous person or politician, Police to someone for crime committed, Assessing employees for a job.

3.2.1.Types of Interview:

The whole process of interview can be divided into different types on different basis. They are as follows:

I. On the basis of count of people involved:

1. One-to-one interview (Personal interview):

It is the most common among the interview types, it involves the interviewer asking questions maybe both technical and general to the interviewee to investigate how fit the candidate is for the job.

Eg: Posts in small organisations and mid-level and high-level jobs in big organisations.

2. Group interview:

This involves multiple candidates and they are given a topic for discussion. They are assessed on their conversational ability and how satisfactorily they are able to have their own views and make others believe in them. Here, the best among the lot gets selected.

Eg: Fresher posts and mid-level sales posts.

3. Panel interview (Committee Interview):

The interviewers here are a group from among the company people who are in senior position and usually the panel interview is when the candidate is supposed to make a presentation. But many-a-times it could be for the job interview as well.

Eg: Mid-level and high-level jobs.

II.Based on planning involved:

1. A structured interview (Formal interview or guided interview):

Here in the traditional form of interview, the questions asked are all in a standard format and the same is used for all the candidates. This is to assess the ability of all the candidates impartially.

Eg: Entry level jobs for fresher.

2. Unstructured interview (Informal interview or conversational interview):

This is the opposite of structured interview. Here the interviewer has a definite idea in mind about the questions to be asked, but it doesn't follow a certain format. The interviewer may deviate and a conversation type interview follows.

Eg: Mid level job interview for managerial position

III.Based on judging the abilities:

1. Behavioural-Based interview:

The interviewee is asked questions about the past work experiences and how it was dealt with in a particular situation. This helps the interviewer understand the candidate's future performance based on his past experiences. Here the candidates need to provide examples when they have handled situations. The probing maybe in detail to assess the candidate's behaviour and responses and this determines the candidate's future job prospects.

Eg: Interview for managerial positions, executive posts.

2. Problem-solving interview (Task Oriented interview):

Here the interviewer is more concerned about the problem-solving abilities be it technical, managerial, creative or analytical skills. This is the most common among the interview patterns and it may involve either writing and answering a questionnaire set or answering the technical questions orally.

Eg: Interviews for Software recruitments, technical industries, and managerial positions.

3. Depth interview (In-depth interview):

When you need to ascertain everything about the interviewee right from the life history, academic qualifications, work experiences, hobbies, and interests; you conduct the depth interview. Here the interviewer has a clear idea about the questions he will be asking but once the question is asked, he allows the conversation to flow and is more of a listener. This interview takes time and more of a friendly approach of the interviewer towards the interviewee.

Eg: For executive post.

4. Stress interview:

Very rare, but such interviews are conducted to see how the candidate will be able to react in stressful situations and to assess if he will be able to handle the crisis at his job.

The tactics involved include:

Completely ignore the candidate by maybe, making a phone call in the middle of the interview. Or some other tactic like continuously interrupting the candidate when he answers the questions. Trying to enforce your point of view forcefully even if he disagrees. Asking a whole lot of questions all at once. Interrupting him by asking another question not related to his answer.

Eg: For banker jobs.

IV. Based on facilities or settings:**1. Telephonic interview:**

This interview is conducted over the phone and its main objective is to narrow down the probable list of candidates so that only the most eligible ones finally get shortlisted. This is done in the initial stages and before the personal interview. Also when the candidate is far-off, the company first conducts a telephonic interview and if satisfied then arranges the travel expenses for a one-to-one interview. Eg: Interview for entry-level jobs.

Eg: Interview for entry-level jobs.

2. Online interview (Video interview or Skype interview):

This interview may be done by instant messaging, online chats, email or through videos. This involves the interviewer asking questions just like in a personal interview. This is done based on situations like if the interviewee resides far-off or if the interview at the appointed time gets canceled due to valid reasons. Also, it is more convenient for the interviewer that he can fix the interview at his spare time and convey the message to the candidate a few hours before or so. This helps in it that the interviewer doesn't need to inform the candidate many days in advance. Eg: Interview for mid-level posts.

Eg: Interview for mid-level posts.

3. Job Fair interview (Career Fair interview):

Here the interviewer does a mini-interview to know the qualifications and the technical knowledge. Then basic technical questions are asked to know if the candidate can proceed further for the main interview. This is a very short interview to net only the potential candidates.

Eg: Interviews for fresher jobs held at the college campus.

4. Lunch interview:

This interview is more of a conversational interview mainly designed so that the interviewer gets to know more about the candidate. This also helps the interviewer to assess how the candidate conducts himself in a less-formal environment and how he presents himself.

Eg: Interview for managerial and sales posts.

5. Tea interview:

This is the same as a lunch interview but only that it differs in the time limit. Here the interviewee gets less time to prove himself. The interviewer here has a structured format for questioning since there is a time limit.

Eg: Interview for positions in the fashion and glamour industry and sales posts.

V. Based on the task:

1. Apprenticeship interview:

Here the interview is very formal one with general questions and some skill related questions being asked.

Eg: Interview for training programs in organisations.

2. Evaluation interview:

In this interview, a fixed set of questions are asked and a scoring system evaluates the points scored. This type of interview negates the scope of personal bias of the interviewer.

Eg: Interview in corporate organisations.

3. Promotion interview:

This is for an employee of the company seeking a higher position for career enhancement purpose.

Eg: Interviews in mid-level posts.

4. Counselling interview:

When employees are called and their problems and solutions are discussed within the organisation, such meeting type interviews are called counselling interviews.

Eg: Interviews in big organisations

5. Disciplinary interview:

Here an individual or number of employees or sometimes the employee union is interviewed for their misconduct or non-performance. This is more sort of a meeting between the manager and the employees to get the problem resolved.

Eg: Interviews in big companies.

6. Persuasive interview:

The interviewee here has to persuade the interviewer to accept his point of view as in case of an employee persuading his manager to implement some changes in the policy or a sales manager persisting on selling a product.

Eg: Interviews in mid-level managerial posts.

3.2.2. Guidelines for Effective Interviewing:

The job of an interviewer spans from preparing the right set of questions to assessing the answers of the candidates and then finally selecting the best candidate for the job. So then what are the guidelines for effective interviewing for interviewers or employers?

1. Know the candidate beforehand:

Review the bio-data clearly before the interview process. Know the candidate, his qualifications, his experiences, and his skill sets. This will give you an idea of the line of questions to be asked to the candidate.

2. Jot down questions both the technical and non-technical ones:

Note down all the questions you need to ask so that these help you in getting an assessment of the candidate. Ask questions related to the role and responsibilities the post needs and see if the candidate is ready to assume the roles responsibly.

3. Prepare an outline of the interview:

Know how you will go about the process of interviewing the candidates. Make a structured plan so that you are able to review the candidate properly.

4. Be a responsible interviewer:

See to it that you ask appropriate questions. How you behave and conduct yourself while asking questions is as important as the interviewee answering his questions.

5. Assess the candidate thoroughly:

Whether it is the technical skills or the creative skills, assess the candidate and seek all relevant information. Look at their conversational skills and how convincing they are.

6. Allow the candidate to speak:

Your job of talking is limited to asking questions. So listen and don't talk or interrupt in between. Thus you will be able to gather all the relevant and required information from the candidate.

7. Be professional and ask job-related questions:

You don't want to miss on a potential candidate by being too professional or being too personal. Be polite and draw a line between being professional and personal. Let all your questions be related to the job so that the candidate will feel at ease to answer the questions.

8. Do a follow up:

After the interview do let the candidates know of their job status. That way you extend your professional courtesy and help in building the credentials of your company.

Interviews are great tools that help both the company and the candidates to make the right selection for the jobs. Interview not only helps the establishment to prosper and grow by selecting the right candidates but it also provides a way for the employee to grow both professionally and personally.

20 best Tips for facing Interview:

These are the tips to face the interview successfully. If one candidate follows at least these tips he/ she may be able to take up the interview without any consequences.

1. Research the industry and company.

An interviewer may ask how you perceive his company's position in its industry, who the firm's competitors are, what its competitive advantages are, and how it should best go forward. For this reason, avoid trying to thoroughly research a dozen different industries. Focus your job search on just a few industries instead.

2. Clarify your "selling points" and the reasons you want the job.

Prepare to go into every interview with three to five key selling points in mind, such as what makes you the best candidate for the position. Have an example of each selling point prepared ("I have good communication skills. For example, I persuaded an entire group to ..."). And be prepared to tell the interviewer why you want that job – including what interests you about it, what rewards it offers that you find valuable, and what abilities it requires that you possess. If an interviewer doesn't think you're really, really interested in the job, he or she won't give you an offer – no matter how good you are!

3. Anticipate the interviewer's concerns and reservations.

There are always more candidates for positions than there are openings. So interviewers look for ways to screen people out. Put yourself in their shoes and ask yourself why they might not want to hire you ("I don't have this," "I'm not that," etc.). Then prepare your defence: "I know you may be thinking that I might not be the best fit for this position because [their reservation]. But you should know that [reason the interviewer shouldn't be overly concerned]."

4. Prepare for common interview questions.

Every "how to interview" book has a list of a hundred or more "common interview questions." (You might wonder just how long those interviews are if there are that many common questions!) So how do you prepare? Pick any list and think about which questions you're most likely to encounter, given your age and status (about to graduate, looking for a summer internship). Then prepare your answers so you won't have to fumble for them during the actual interview.

5. Line up your questions for the interviewer.

Come to the interview with some intelligent questions for the interviewer that demonstrate your knowledge of the company as well as your serious intent. Interviewers always ask if you have any questions, and no matter what, you should have one or two ready. If you say, "No, not really," he or she may conclude that you're not all that interested in the job or the company. A good all-purpose question is, "If you could design the ideal candidate for this position from the ground up, what would he or she be like?"

If you're having a series of interviews with the same company, you can use some of your prepared questions with each person you meet (for example, "What do you think is the best thing about working here?" and "What kind of person would you most like to see fill this position?") Then, try to think of one or two others during each interview itself.

6. Practice, practice, practice.

It's one thing to come prepared with a mental answer to a question like, "Why should we hire you?" It's another challenge entirely to say it out loud in a confident and convincing way. The first time you try it, you'll sound garbled and confused, no matter how clear your thoughts are in your own mind! Do it another 10 times, and you'll sound a lot smoother and more articulate.

But you shouldn't do your practicing when you're "on stage" with a recruiter; rehearse before you go to the interview. The best way to rehearse? Get two friends and practice interviewing each other in a "round robin": one person acts as the observer and the "interviewee" gets feedback from both the observer and the "interviewer." Go for four or five rounds, switching roles as you go. Another idea (but definitely second-best) is to tape record your answer and then play it back to see where you need to improve. Whatever you do, make sure your practice consists of speaking aloud. Rehearsing your answer in your mind won't cut it.

7. Score a success in the first five minutes.

Some studies indicate that interviewers make up their minds about candidates in the first five minutes of the interview – and then spend the rest of the interview looking for things to confirm that decision! So what can you do in those five minutes to get through the gate? Come in with energy and enthusiasm, and express your appreciation for the interviewer's time. (Remember: She may be seeing a lot of other candidates that day and may be tired from the flight in. So bring in that energy!)

Also, start off with a positive comment about the company – something like, "I've really been looking forward to this meeting [not "interview"]. I think [the company] is doing great work in [a particular field or project], and I'm really excited by the prospect of being able to contribute."

8. Get on the same side as the interviewer.

Many interviewers view job interviews as adversarial: Candidates are going to try to pry an offer out of the interviewer, and the interviewer's job is to hold onto it. Your job is to transform this "tug of war" into a relationship in which you're both on the same side. You could say something as simple as, "I'm happy to have the chance to learn more about your company and to let you learn more about me, so we can see if this is going to be a good match or not. I always think that the worst thing that can happen is to be hired into a job that's wrong for you – then nobody's happy!"

9. Be assertive and take responsibility for the interview.

Perhaps out of the effort to be polite, some usually assertive candidates become overly passive during job interviews. But politeness doesn't equal passivity. An interview is like any other conversation – it's a dance in which you and a partner move together, both responding to the other. Don't make the mistake of just sitting there waiting for the interviewer to ask you about that Nobel Prize you won. It's your responsibility to make sure he walks away knowing your key selling points.

10. Be ready to handle illegal and inappropriate questions.

Interview questions about your race, age, gender, religion, marital status, and sexual orientation are inappropriate and in many areas illegal. Nevertheless, you may get one or more of them. If you do, you have a couple of options. You can simply answer with a question ("I'm not sure how that's relevant to my application"), or you can try to answer "the question behind the question": "I don't know whether I'll decide to have children in the near future, but if you're wondering if I'll be leaving my job for an extended period of time, I can say that I'm very committed to my career and frankly can't imagine giving it up."

11. Make your selling points clear.

If a tree falls in the forest and no one is there to hear it, did it make a sound? More important, if you communicate your selling points during a job interview and the interviewer doesn't get it, did you score? On this question, the answer is clear: No! So don't bury your selling points in long-winded stories. Instead, tell the interviewer what your selling point is first, then give the example.

12. Think positive.

No one likes a complainer, so don't dwell on negative experiences during an interview. Even if the interviewer asks you point blank, "What courses have you liked least?" or "What did you like least about that previous job?" don't answer the question. Or more specifically, don't answer it as it's been asked. Instead, say something like, "Well, actually I've found something about all of my classes that I've liked. For example, although I found [class] to be very tough, I liked the fact that [positive point about the class]" or "I liked [a previous job] quite a bit, although now I know that I really want to [new job]."

13. Close on a positive note.

If a salesman came to you and demonstrated his product, then thanked you for your time and walked out the door, what did he do wrong? He didn't ask you to buy it! If you get to the end of an interview and think you'd really like that job, ask for it! Tell the interviewer that you'd really, really like the job – that you were excited about it before the interview and are even more excited now, and that you're convinced you'd like to work there. If there are two equally good candidates at the end of the search – you and someone else – the interviewer will think you're more likely to accept the offer, and thus may be more inclined to make an offer to you.

Even better, take what you've learned about yourself from your my Path career assessment and use it to explain why you think this is the job for you: "I've done some careful career self-

assessment, and I know that I'm most interested in [one or two of your most important career interest themes], and – correct me if I'm wrong – it seems that this position would allow me to express those interests. I also know that I'm most motivated by [two or three of your most important motivators from you're my Path assessment], and I have the sense that if I do well, I could get those rewards in this position.

Finally, I know that my strongest abilities are [two or three of your strongest abilities from you're my Path assessment], and I see those as being the abilities you most need for this position." If you follow this tip, you'll be (a) asking for the job, (b) explaining why you think it's a good match, (c) displaying your thoughtfulness and maturity, and (d) further disarming the tug-of-war dynamic that interviewers anticipate. You'll be making the strongest possible "close" – and that's worth a lot!

14. Bring a copy of your resume to every interview.

Have a copy of your resume with you when you go to every interview. If the interviewer has misplaced his or her copy, you'll save a lot of time (and embarrassment on the interviewer's part) if you can just pull your extra copy out and hand it over.

15. Don't worry about sounding "canned".

Some people are concerned that if they rehearse their answers, they'll sound "canned" (or overly polished or glib) during the interview. Don't worry. If you're well prepared, you'll sound smooth and articulate, not canned. And if you're not so well prepared, the anxiety of the situation will eliminate any "canned" quality.

16. Make the most of the "Tell me about yourself" question.

Many interviewers begin interviews with this question. So how should you respond? You can go into a story about where you were born, what your parents do, how many brothers and sisters and dogs and cats you have, and that's okay. But would you rather have the interviewer writing down what kind of dog you have – or why the company should hire you?

Consider responding to this question with something like: "Well, obviously I could tell you about lots of things, and if I'm missing what you want, please let me know. But the three things I think are most important for you to know about me are [your selling points]. I can expand on those a little if you'd like." Interviewers will always say, "Sure, go ahead." Then you say, "Well, regarding the first point, [give your example]. And when I was working for [company], I [example of another selling point]." Etc. This strategy enables you to focus the first 10-15 minutes of the interview on all of your key selling points. The "Tell me about yourself" question is a golden opportunity. Don't miss it!

17. Speak the right body language.

Dress appropriately, make eye contact, give a firm handshake, have good posture, speak clearly, and don't wear perfume or cologne! Sometimes interview locations are small rooms that may lack good air circulation. You want the interviewer paying attention to your job

qualifications -- not passing out because you've come in wearing Chanel No. 5 and the candidate before you was doused with Brut, and the two have mixed to form a poisonous gas that results in you not getting an offer!

18. Be ready for "behavior-based" interviews".

One of the most common interview styles today is to ask people to describe experiences they have had that demonstrate behaviours that the company thinks are important for a particular position. You might be asked to talk about a time when you made an unpopular decision, displayed a high level of persistence, or made a decision under time pressure and with limited information, for example.

Step 1 is to anticipate the behaviours this hiring manager is likely to be looking for. Step 2 is to identify at least one example of when you demonstrated each behaviour. Step 3 is to prepare a story for each example. Many people recommend using SAR (Situation-Action-Result) as a model for the story. Step 4 is to practice telling the story. Also, make sure to review your resume before the interview with this kind of format in mind; this can help you to remember examples of behaviours you may not have anticipated in advance.

19. Send thank-you notes.

Write a thank-you note after every interview. Type each note on paper or send them by email, depending on the interviewers' preferences. Customise your notes by referring specifically to what you and the interviewer discussed; for example, "I was particularly excited about [or interested by, or glad to hear] what you said about ...". Handwritten notes might be better if you're thanking a personal contact for helping you in your job search, or if the company you're interviewing with is based in Europe. Whatever method you choose, notes should be sent within 48 hours of the interview.

To write a good thank-you note, you'll need to take time after each interview to jot down a few things about what the interviewer said. Also, write down what you could have done better in the interview, and make adjustments before you head off for your next interview.

20. Don't give up!

If you've had a bad interview for a job that you truly think would be a great fit for you (not just something you want badly), don't give up! Write a note, send an email, or call the interviewer to let him or her know that you think you did a poor job of communicating why you think this job would be a good match. Reiterate what you have to offer the company, and say that you'd like an opportunity to contribute. Whether this strategy will get you a job offer depends on the company and on you. But one thing's for sure: If you don't try, your chances are exactly zero. We've seen this approach work on numerous occasions, and we encourage you to give it that last shot.

3.3. MOCK INTERVIEWS:

A mock interview is an emulation of a job interview used for training purposes. The conversational exercise usually resembles a real interview as closely as possible, for the purpose of providing experience for a candidate. It can help a job applicant to understand what is expected in a real job interview, and can help an applicant improve his or her self-presentation. Mock interviews can be videotaped; the candidate can view the tape afterward, and get feedback. There are coaches who can provide feedback on aspects of the interview process. Mock interviews are most common for job interviews, but may also be used to train public figures to handle interrogations by journalists, as well as help candidates for office prepare for debates. Some organisations schedule mock interview events to help many students prepare for job interviews. For example, some schools have mock interview training days, often organised by career and guidance counsellors. While the usual sense of the term is an exercise done as a form of preparation prior to applying for jobs, there is another sense of the term which describes a playful or non-serious interview. Mock interviews can help a person gain confidence for real interviews, as well as provide the interviewee with information about how to handle an upcoming interview.

Mock interviews provide candidates with an opportunity to test out their interview skills with someone who isn't evaluating them for an actual job. A mock interview may be offered through career services for students or recent alumni, by a career coach or through a local workforce services office for candidates in the process of transitioning to a new opportunity.

Here are some of the benefits of a mock interview:

1. They help you reduce stress and anxiety about interviewing.

If you're not sure how to answer typical interview questions, mock interviews provide a great opportunity for you to "test drive" your answers. The person conducting the mock interview is most likely a skilled interviewer and can give you feedback on whether or not your response is suitable.

2. They help you boost your confidence.

Job coaches who conduct mock interviews are usually ready to point out your strengths in the interview process. By having confidence in your skills, you will perform better in an actual interview.

3. They provide you with constructive feedback in a low-stress environment.

No one is the perfect candidate, so mock interviews help you clarify responses to certain questions and help you work on areas where you may have weaknesses. In a real interview, there's often not feedback about your interviewing abilities, so a mock interview is a perfect opportunity to find out why you may be having some difficulty in landing your dream job.

4. They can help you prepare for behavioural-based interview questions.

Many companies use “BI” questions. If you’re not familiar with this type of interviewing, it may be advantageous to give it a practice run in a mock interview. The expression that practice makes perfect may very well be true with interviewing skills. Take advantage of mock interviewing opportunities even if you think your skills are at a very high level. There are things that we can all improve upon when it comes to making a great impression on a prospective employer.

The purpose of a mock interview is to provide you (students/alumni/communities) with an opportunity to practice your interviewing skills in an environment similar to an actual interview. A mock interview is a great opportunity to become familiar with interview questions and interview etiquette. Interview apprehension or even anxiety can be very uncomfortable for the interviewee. Two of the best defences to counter the stresses associated with interviews are preparation and practice. A mock interview provides the interviewee both an opportunity to practice and prepare for an interview.

3.3.1. How to Prepare for a Mock Interview

Be sure to take your mock interview as seriously as you would an actual interview. Get ready for the interview just as you would for an interview with a hiring manager:

- Arrive 10 - 15 minutes early, and bring your resume and any other materials you would bring to a real interview.
- Bring a notebook to take notes on what your mock interviewer tells you.
- Dress in professional interview attire.
- You should also prepare answers to general interview questions before arriving. Here

Mock interviews are an ideal way to practice for real job interviews because you are in a situation that mirrors an actual interview with a company. When you review your interview with the interviewer, you'll be able to modify your responses and interview behaviour, if necessary.

3.4. NEGOTIATION:

The process of discussing something with someone in order to reach an agreement with them, or the discussions themselves.

Bargaining process between two or more parties seeking to discover a common goal and reach an agreement to settle a matter of mutual concern or resolve a conflict.

The ministers of foreign affairs of the MODULEd States, the MODULEd Kingdom, Russia, Germany, France, China, the European Union and Iran negotiating in Lausanne for a Comprehensive agreement on the Iranian nuclear programme (30 March 2015).

Negotiation comes from the Latin *neg* (no) and *otia* (leisure) referring to businessmen who, unlike the patricians, had no leisure time in their industriousness; it held the meaning of business until the 17th century when it took on the diplomatic connotation as a dialogue between two or more people or parties intended to reach a beneficial outcome over one or more issues where a conflict exists with respect to at least one of these issues.[1][2] Thus, negotiation is a process of combining divergent positions into a joint agreement under a decision rule of unanimity.

It is aimed to resolve points of difference, to gain advantage for an individual or collective, or to craft outcomes to satisfy various interests. It is often conducted by putting forward a position and making concessions to achieve an agreement. The degree to which the negotiating parties trust each other to implement the negotiated solution is a major factor in determining whether negotiations are successful.

People negotiate daily, often without considering it a negotiation. Negotiation occurs in organisations, including businesses, non-profits, and within and between governments as well as in sales and legal proceedings, and in personal situations such as marriage, divorce, parenting, etc. Professional negotiators are often specialised, such as union negotiators, leverage buyout negotiators, peace negotiator, or hostage negotiators. They may also work under other titles, such as diplomats, legislators, or brokers.

3.4.1. Types of Negotiations:

Negotiation can take a wide variety of forms, from a multilateral conference of all MODULEd Nations members to establish a new international norm (such as the UN Convention on the Law of the Sea) to a meeting of parties to a conflict to end violence or resolve the underlying issue (such as constitutional negotiations in South Africa in 1990-1994 or in Colombia with the FARC on 2012-2015) to a business encounter to make a deal to a face-off between parents (or between parent and child) over the child's proper behaviour. Mediation is a form of negotiation with a third-party catalyst who helps the conflicting parties negotiate when they cannot do so by themselves. Negotiation can be contrasted with arbitration, where the decision lies with the third party, which the conflicting parties are committed to accept.

Negotiation theorists generally distinguish between two types of negotiation. The difference in the usage of the two types depends on the mindset of the negotiator but also on the situation: one-off encounters where lasting relationships do not obtain are more likely to produce distributive negotiations whereas lasting relationships are more likely to require integrative negotiating. Different theorists use different labels for the two general types and distinguish them in different ways.

Distributive Negotiations:

Distributive negotiation is also sometimes called positional or hard-bargaining negotiation and attempts to distribute a "fixed pie" of benefits. Distributive negotiation operates under zero-sum conditions and implies that any gain one party makes is at the expense of the other.

and vice versa. For this reason, distributive negotiation is also sometimes called win-lose because of the assumption that one person's gain is another person's loss. Distributive negotiation examples include haggling prices on an open market, including the negotiation of the price of a car or a home.

In a distributive negotiation, each side often adopts an extreme or fixed position, knowing it will not be accepted—and then seeks to cede as little as possible before reaching a deal. Distributive bargainers conceive of negotiation as a process of distributing a fixed amount of value. A distributive negotiation often involves people who have never had a previous interactive relationship, nor are they likely to do so again in the near future, although all negotiations usually have a distributive element.

In the distributive approach each negotiator fights for the largest possible piece of the pie, so parties tend to regard each other more as an adversary than a partner and to take a harder line. Since Prospect Theory indicates that people value losses more than gains and are more risk-averse about losses, concession-convergence bargaining is likely to be more acrimonious and less productive of an agreement.

Integrative Negotiations:

Integrative negotiation is also called interest-based, merit-based, or principled negotiation. It is a set of techniques that attempts to improve the quality and likelihood of negotiated agreement by taking advantage of the fact that different parties often value various outcomes differently. While distributive negotiation assumes there is a fixed amount of value (a "fixed pie") to be divided between the parties, integrative negotiation attempts to create value in the course of the negotiation ("expand the pie") by either "compensating" loss of one item with gains from another ("trade-offs" or logrolling), or by constructing or reframing the issues of the conflict in such a way that both parties benefit ("win-win" negotiation).

However, even integrative negotiation is likely to have some distributive elements, especially when the different parties both value different items to the same degree or when details are left to be allocated at the end of the negotiation. While concession is mandatory for negotiations, research shows that people who concede more quickly, are less likely to explore all integrative and mutually beneficial solutions. Therefore, early conceding reduces the chance of an integrative negotiation.

Integrative negotiation often involves a higher degree of trust and the formation of a relationship. It can also involve creative problem-solving that aims to achieve mutual gains. It sees a good agreement as not one with maximum individual gain, but one that provides optimum gain for all parties. Gains in this scenario are not at the expense of the Other, but with it. Each seeks to accord the Other enough benefit that it will hold to the agreement that gives the first party an agreeable outcome, and vice versa.

Productive negotiation focuses on the underlying interests of the parties rather than their starting positions, approaches negotiation as a shared problem-solving rather than a

personalized battle, and insists upon adherence to objective, principled criteria as the basis for agreement.

However, negotiators need not sacrifice effective negotiation in favour of a positive relationship between parties. Rather than conceding, each side can appreciate that the other has emotions and motivations of their own and use this to their advantage in discussing the issue. In fact, perspective-taking can help move parties toward a more integrative solution. Fisher et al. illustrate a few techniques that effectively improve perspective-taking in their book *Getting to Yes*, and through the following, negotiators can separate people from the problem itself.

Put yourself in their shoes:

People tend to search for information that confirms his or her own beliefs and often ignore information that contradicts prior beliefs. In order to negotiate effectively, it is important to empathise with the other party's point of view. One should be open to other views and attempt to approach an issue from the perspective of the other.

Discuss each other's perceptions

A more direct approach to understanding the other party is to explicitly discuss each other's perceptions. Each individual should openly and honestly share his or her perceptions without assigning blame or judgment to the other.

Find opportunities to act inconsistently with his or her views

It is possible that the other party has prior perceptions and expectations about the other side. The other side can act in a way that directly contradicts those preconceptions, which can effectively send a message that the party is interested in an integrative negotiation.

Face-saving

This approach refers to justifying a stance based on one's previously expressed principles and values in a negotiation. This approach to an issue is less arbitrary, and thus, it is more understandable from the opposing party's perspective. Additionally, negotiators can use certain communication techniques to build a stronger relationship and develop more meaningful negotiation solution.

Active listening

Listening is more than just hearing what the other side is saying. Active listening involves paying close attention to what is being said verbally and nonverbally. It involves periodically seeking further clarification from the person. By asking the person exactly what they mean, they may realise you are not simply walking through a routine, but rather take them seriously.

Speak for a purpose

Too much information can be as harmful as too little. Before stating an important point, determine exactly what you wish you communicate to the other party. Determine the exact purpose that this shared information will serve.

3.5. AUDIO-VISUAL MEDIUM OF COMMUNICATION

Meaning:

Audio Visual Aids are also called instructional material. Audio literally means “hearing” and “visual” means that which is found by seeing. So all such aids, which endeavour to make the knowledge clear to us through our sense are called “Audio Visual Aids” or Instructional Material. All these learning material make the learning situations as real as possible and give us firsthand knowledge through the organs of hearing and seeing. Therefore, any device which can be used to make the learning experience more concrete and effective, more realistic and dynamic can be considered audio visual material.

Audiovisual (AV) means possessing both a sound and a visual component, such as slide-tape presentations, films, television programs, church services and live theatre productions.

Audiovisual service providers frequently offer web streaming, video conferencing and live broadcast services. Computer-based audiovisual equipment is often used in education, with many schools and universities installing projection equipment and using interactive whiteboard technology. Another audiovisual expression is the visual presentation of sound (visual music).

Audio visual (AV) can be studied in two ways. They are:

1. Residential AV
2. Commercial AV

Residential audiovisual

Generally, residential audiovisual encompasses in-ceiling speakers, flat panel TVs, projectors and projector screens. This could include lighting, blinds, cinema rooms. It is nothing but the audio visuals used in private places or as personal properties for personal communication.

Commercial audiovisual

The professional audiovisual industry is a multibillion-dollar industry, comprising the manufacturers, dealers, systems integrators, consultants, programmers, presentations professionals and technology managers of audiovisual products and services.

Commercial audiovisual can sometimes be a very lengthy process to get it right. Boardroom audio visual can be installed for a number of reasons, but usually it is because the executives of the organisations /business wants to have meetings with colleagues/customers/suppliers around the world. When creating an array of boardrooms for customers it has been seen that

you have to be able to balance the pattern from the audio and microphone so there is no interruption in the sound quality for the individual/s listening in.

The proliferation of audiovisual communications technologies, including sound, video, lighting, display and projection systems, is evident in every sector of society: in business, education, government, the military, healthcare, retail environments, worship, sports and entertainment, hospitality, restaurants, and museums. The application of audiovisual systems is found in collaborative conferencing (which includes video-conferencing, audio-conferencing, web-conferencing and data-conferencing); presentation rooms, auditoriums, and lecture halls; command and control centres; digital signage, and more. Concerts and corporate events are among the most obvious venues where audiovisual equipment is used in a staged environment. Providers of this type of service are known as rental and staging companies, although they may also be served by an in-house technology team (e.g., in a hotel or conference centre).

3.5.1. Advantages of Audiovisual:

- ❖ Its helps to make learning process more effective and conceptual.
- ❖ Its helps to grab the attention of students
- ❖ It builds interest and motivation teaching students learning process
- ❖ It enhance the energy level of teaching and students
- ❖ It is even better for over burden classrooms
- ❖ It provides students a realistic approach and experience

3.5.2. Disadvantages:

- ❖ Technical Problems
- ❖ Students Distractions
- ❖ Expensive
- ❖ Time consuming
- ❖ Need Space
- ❖ Convenience.

3.6. ICT IN PRESENTATIONS:

ICT stands for Information & communication Technologies. The way we use electronic devices or technologies in the communication plays a very important role in making our oral communication more stronger and effective. There are number of technologies which provides a very comfort zone in giving oral verbal speeches. Let us discuss some of the main devices which play vital role in oral communication here.

- Microphones and sound system
- Amplifier
- Walkie talkie

- LCD projector
- Conference screens/ conference calls

3.6.1. MICROPHONES:

Microphones are used for addressing large gatherings or huge audiences in oral verbal speeches. Microphones not only has its advantages in the oral speeches. But also it is used in various devices of communication for best output of voices.

Meaning:

A microphone is a device that converts mechanical energy waves or sound into electrical energy waves. Speaking into a microphone excites (moves) a diaphragm that is coupled to a device that creates an electrical current proportional to the sound waves produced.

A device used in sound-reproduction systems for converting sound into electrical energy, usually by means of a ribbon or diaphragm set into motion by the sound waves. The vibrations are converted into the equivalent audio-frequency electric currents. It is also an instrument containing a transducer that converts the mechanical energy of sound waves into an electric signal, used in telephony, radio, sound amplification, etc.

History:

Microphones are a part of everyday life. They are used in telephones, transmitters for commercial radio and television broadcast, amateur radio, baby monitors, tape recorders, motion pictures, and public address systems. There are many different types of microphones—the design depending upon the application. Sound recording, radio and television, and motion picture studios use ribbon or condenser type microphones because of their high quality reproduction of sound. Public address systems, telephones, and two-way radio communications systems can use carbon, ceramic, or dynamic microphones because of their versatility and low cost.

The first microphone was invented as a telephone transmitter by **Alexander Graham Bell** in **1876**. It was a liquid device that was not very practical. In 1886, Thomas Alva Edison invented the first practical carbon microphone. The carbon microphone was used for radio transmissions and extensively in telephone transmitters until the 1970s when they were replaced by piezoelectric ceramic elements.

The carbon microphone had a limited frequency range, and would not reproduce music effectively. In 1916, the condenser microphone was developed by E. C. Wente of Bell Laboratories. The condenser microphone required an amplifier built within the microphone to pick up the faint signals. Condenser microphones were used for radio broadcasting and the first generation of sound motion pictures.

Types of Microphone:

Based on diaphragm size:

Based on the diaphragm size we can divide microphones into three types

1. Small diaphragm microphones:

These are the microphones which has a very small place to absorb the sound waves inside. That is why it is called as small diaphragm. Such kind of mics are called as pencil mics because of their thin cylindrical shapes. It is commonly used in acoustic guitars and Small addressing.

2. Medium diaphragm microphones:

These are the microphones which as enough space of absorbing the sound waves. But it is medium size and where especially used in live and small recordings. The ordinary mics which is commonly used by people are such kind of mics. It has low capacity when compared to large one.

3. Large diaphragm microphones:

These are the modern microphones which has high capacity of absorbing mechanical sound waves. They have large diaphragm to inhale the sound waves which is later converted into energy waves. Most of the studio recordings use such kind of mics where voices will be recorded with high clarity and high capacity. Less pressure is enough to get a soothing effect from such microphones.

Based on Other categories:

1. Dynamic Microphones:

These microphones are used as a normal microphones for public addressing and other purposes. They sound waves cause a movable wire or coil to vibrate in a magnetic field and thus induce a current to then be converted back to sound.

2. Electrets microphones:

These kind of microphones are not found directly for use. It is fixed inside some electronic devices for communication. Almost toys, mobile phones will consist of electret mics. It is very small in size and cannot be used directly for addressing.

3. Ribbon microphones:

A ribbon tape is placed between two magnets to produce a sound. This is the oldest form of microphones used in parliaments. Now a days it is rarely found around. Because it has very less frequency to absorb the sound and give output.

4. Pocket microphones:

Such kind of mics are used for addressing short gatherings. It is portable or movable microphone with chargeable batteries inside it. Once it is charged fully, I could be used for hours without any distractions. Amplifiers of weak signals are connected to it.

3.6.2. AMPLIFIERS:

An Amplifier is an electronic device that increases the voltage current or power of a signal.

Amplifiers are used in wireless communications and broadcasting, and in audio equipment of all kinds. They can be categorised as either **weak-signal** amplifiers or **power amplifiers**.

Weak signal amplifiers

Weak-signal amplifiers are used primarily in wireless receivers. They are also employed in acoustic pickups, audio tape players, and compact disc players. A weak-signal amplifier is designed to deal with exceedingly small input signals, in some cases measuring only a few nano-volts (MODULEs of 10^{-9} volt). Such amplifiers must generate minimal internal noise while increasing the signal voltage by a large factor. The most effective device for this application is the field-effect transistor. The specification that denotes the effectiveness of a weak-signal amplifier is sensitivity, defined as the number of microvolts (MODULEs of 10^{-6} volt) of signal input that produce a certain ratio of signal output to noise output (usually 10 to 1).

Power amplifiers

Power amplifiers are used in wireless transmitters, broadcast transmitters, and hi-fi audio equipment. The most frequently-used device for power amplification is the bipolar transistor. However, vacuum tubes, once considered obsolete, are becoming increasingly popular, especially among musicians. Many professional musicians believe that the vacuum tube (known as a "valve" in England) provides superior fidelity.

Two important considerations in power amplification are power output and efficiency. Power output is measured in watts or kilowatts. Efficiency is the ratio of signal power output to total power input (wattage demanded of the power supply or battery). This value is always less than 1. It is typically expressed as a percentage. In audio applications, power amplifiers are 30 to 50 percent efficient. In wireless communications and broadcasting transmitters, efficiency ranges from about 50 to 70 percent. In hi-fi audio power amplifiers, distortion is also an important factor. This is a measure of the extent to which the output waveform is a faithful replication of the input waveform. The lower the distortion, in general, the better the fidelity of the output sound.

3.6.3. WALKIE TALKIE:

Meaning:

A small radio kind of device held in the hand for both sending and receiving messages operated on short waves, can be carried around by a person with limitations of distance.

A walkie-talkie (more formally known as a handheld transceiver, or HT) is a hand-held, portable, two-way radio transceiver. Its development during the Second World War has been variously credited to **Donald L. Hings**, radio engineer Alfred J. Gross, and engineering teams at Motorola. First used for infantry, similar designs were created for field artillery and tank

MODULEs, and after the war, walkie-talkies spread to public safety and eventually commercial and job site work.

Typical walkie-talkies resemble a telephone handset, with a speaker built into one end and a microphone in the other (in some devices the speaker also is used as the microphone) and an antenna mounted on the top of the MODULE. They are held up to the face to talk. A walkie-talkie is a half-duplex communication device. Multiple walkie-talkies use a single radio channel, and only one radio on the channel can transmit at a time, although any number can listen. The transceiver is normally in receive mode; when the user wants to talk they must press a "push-to-talk" (PTT) button that turns off the receiver and turns on the transmitter.

3.6.4. LCD Projectors:

An LCD projector is a type of video projector for displaying video, images or computer data on a screen or other flat surface. It is a modern equivalent of the slide projector or overhead projector. To display images, LCD (liquid-crystal display) projectors typically send light from a metal-halide lamp through a prism or series of dichroic filters that separates light to three polysilicon panels – one each for the red, green and blue components of the video signal. As polarised light passes through the panels (combination of polariser, LCD panel and analyzer), individual pixels can be opened to allow light to pass or closed to block the light. The combination of open and closed pixels can produce a wide range of colours and shades in the projected image.

Metal-halide lamps are used because they output an ideal colour temperature and a broad spectrum of colour. These lamps also have the ability to produce an extremely large amount of light within it.

History:

Early experiments with liquid crystals to generate a video image were done by John A. van Raalte at the RCA-Laboratories in 1968. His concept was based on e-beam-addressing to generate an electronic charge pattern corresponding to a video image, which in turn controlled the LC layer of a reflective LC cell.

Gene Dolgoff began thinking about different types of projectors in college in 1968 as a way to produce a video projector that would be brighter than the then-available CRT projectors. Therefore, it took Dolgoff until 1984 to get a digitally-addressable LCD matrix device with sufficient resolution and contrast, which is when he completed building his LCD video projector.

3.6.5. CONFERENCE CALLS/SCREENS:

A conference call is a telephone call in which someone talks to several people at the same time. The conference calls may be designed to allow the called party to participate during the call, or the call may be set up so that the called party merely listens into the call and cannot speak.

The calls are merged onto one line, and everyone can hear each other. Repeat steps 2 and 3 to add more callers to the conference. You can merge up to five calls for a phone conference. To add an incoming call to the conference, tap hold call + answer, and then tap merge calls.

Advantages:

- It helps to communicate with multiple employees & contractors in business.
- It provides facility to conduct business meetings
- If webcams are fixed, one can conduct a video conference calls to see everyone at same time.

MULTIPLE CHOICE QUESTIONS

1. Inter-view literally means _____
 - a) **Between view**
 - b) Internal view
 - c) External view
 - d) Outside view

2. _____ is a formal meeting between people for selecting suitable person in a job.
 - a) Group discussion
 - b) **Interview**
 - c) Recruitment

- d) None of the above
3. In which of the following situation Interview is not conducted?
- a) Police investigation
 - b) Media
 - c) Job recruitment
 - d) **None of these**
4. The interview where number of senior employees of company form a group of interviewers is called as _____
- a) One to one interview
 - b) **Panel interview**
 - c) Depth interview
 - d) Group interview
5. Which of the given type is a traditional interview?
- a) Stress Interview
 - b) Unstructured Interview
 - c) **Structured interview**
 - d) Promotional interview
6. The interview which takes more than a hour with overall knowledge about candidate is _____
- a) **Depth interview**
 - b) Stress interview
 - c) Lunch interview
 - d) Structured interview
7. Which of the following interview do you think is suitable for a sales executive post?
- a) Panel Interview
 - b) **Group interview**
 - c) One to one interview
 - d) Stress interview
8. Fashion industries go for _____ Interview.
- a) Lunch Interview
 - b) Stress interview
 - c) Unstructured Interview
 - d) **Tea interview**
9. The whole interview map can be divided into _____ basis.
- a) **5**
 - b) 8
 - c) 4

d) 3

10. Practice Interview is known as _____

- a) **Mock interview**
- b) Real Interview
- c) Job interview
- d) Skill interview

11. Win-lose approach of Negotiations are found in _____

- a) Integrative
- b) Promotional
- c) **Distributive**
- d) None of these

12. Merit based negotiations is another name of _____ Negotiations.

- a) Distributive
- b) **Integrative**
- c) Promotional
- d) None of these

13. AV stands for _____

- a) Audio video
- b) **Audio visual**
- c) Audio vocal
- d) Audio verbal

14. Flat panel TV is an example for _____

- a) Commercial AV
- b) Business AV
- c) General AV
- d) **Residential AV**

15. Broadcast service providers come under _____ AV.

- a) **Commercial**
- b) Residential
- c) Business
- d) General

16. Which of the following is not a disadvantage of AV in communication?

- a) Technical problem
- b) Expensive
- c) Students distraction
- d) **None of these**

17. Microphones convert _____ energy into electronic energy.
- a) Automobile
 - b) **Mechanical**
 - c) Digital
 - d) Natural
18. Microphones used inside electronic devices and toys are called as _____
- a) **Electrets mics**
 - b) Dynamic mics
 - c) Ribbon mics
 - d) Condenser mics
19. Who invented a carbon button microphone in the year 1867?
- a) Alexander graham bell
 - b) Gene dollgoff
 - c) **Thomas Alva Edison**
 - d) Stephen John
20. A small portable two way communication radio is _____.
- a) Mobile phone
 - b) Movable radio
 - c) Microphone
 - d) **Walkie talkie**
21. Weak signal amplifiers are used in which of the following microphones?
- a) Large diaphragm mics
 - b) **Pocket mics**
 - c) Pencil mics
 - d) None of these
22. Power amplifiers output is measured in _____
- a) Micro volts
 - b) Nano volts
 - c) **Kilo watts**
 - d) Micro watts
23. Walkie talkie was found during _____
- a) I world war
 - b) **II world war**
 - c) Freedom fight
 - d) None
24. Video conference calls are possible if _____ are fixed into device.
- a) USB cables

- b) Pen drives
- c) **Webcams**
- d) Connectors

25. _____ is the person behind the invention of LCD projectors in schools and colleges.

- a) Thomas Alva Edison
- b) Berliner
- c) Hitler
- d) **Gene Dolgoff**

DIRECT QUESTIONS (8 MARKS EACH)

1. What do you mean by interview? Explain the need and objectives of interview.
2. Explain the types of interview based on the task and count of people involved.
3. Write a note on types of interview based on the judging abilities.
4. A mock interview is an emulation of a job interview used for training purposes - Discuss.
5. Negotiation can take a wide variety of forms. Mention the two types.
6. AV medium in communication is important - Discuss.
7. How do you manage while facing interview.
8. What is the use of ICT in presentations? Briefly explain.
9. Write a note on Microphones.
10. Write a note on walkie talkie and LCD projectors
11. Explain the types of microphones.
12. What increases the voltage current or power of a signal ? Explain the types.

MODULE 4

PROFESSIONAL MEETINGS AND INTERACTIONS

Formal or informal deliberative assembly of individuals called to debate certain issues and problems, and to take decisions. Formal meetings are held at particular times, at a particular place, and usually for a particular duration to follow an agreed upon agenda.

A professional meeting/ conference is a meeting of professionals in a given subject or profession, dealing with organisational matters, matters concerning the status of the profession, and scientific or technical developments. It differs from an academic conference in having broader goals, and usually a much broader attendance. they are normally sponsored by the professional society in the field, and usually are organised on a national basis.

Some are international, usually organised by federations or groups of the national societies in a subject, such as the conferences held by the International Federation of Library Associations (IFLA). Some are local, normally by state, province, or other local sections of a national body.

They are often held annually, or on some other recurring basis. Some of the largest societies hold more than one a year.

4.1. Meaning:

Business meeting is a gathering of two or more people to discuss about ideas goals and objectives that concern the workplace. Professional meetings can be conducted in person at an office or at a different location or over the phone by video conference calls.

Its purpose could be one of the following:

An academic conference is a gathering of scientists or academicians, where research findings are presented or a workshop is conducted. A business conference is held for people working in the same company or industry.

What many people don't realise is that how they act during meetings can help (or hurt) their career. There are certain times at work where employees are scrutinised for their behaviour: When giving presentations, when leading projects, when dealing with conflicts, and you guessed it... when in meetings. So if you want to climb the career ladder, become an expert in how to handle yourself during meetings.

Follow these Do's and Don'ts to earn respect during meetings:

DO:

- Review the meeting agenda and be sure you understand the objectives/goals of the meeting.
- Prepare for the discussion, by conducting any necessary research.
- Show up on time or, better yet, a few minutes early.
- Say hello to other attendees and introduce yourself to anyone you don't know.
- Participate in the meeting and pay attention to what's happening.
- Think before you speak – and make sure that what you say is relevant to the topic being discussed.
- Solicit comments and opinions of quiet attendees by asking them for their thoughts.
- Take responsibility for completing (on time) any action items you're assigned.

4.2. Significance of Professional meetings:

Meetings are typical – even a necessity – for any organisation. They are opportunities for members of the team or the company to exchange ideas and discuss objectives. Some employees may think that meetings are completely unnecessary, but if you hold an effective meeting, you can fulfil your goals while saving time, money, and talent.

1.Conflicts are resolved

Problems and issues are always evident within the team, and they can negatively affect the way employees do their daily tasks. Properly managed meetings can be a venue for team members to share their side of the story. Once a resolution is reached, employees can apply it to other similar situations to avoid repeating the problem.

2. Better decisions are made

A good leader realises that employees should be included in the decision-making process. A major decision will not work unless company members understand why it is being made. Through meetings, members can ask about issues concerning the change and have them clarified.

3. Team members realise their importance

Project goals are always discussed in meetings. As a team leader, you can explain to your team members how their tasks contribute to the overall goal. When tasks and goals are clear, employees are more motivated to work because they realise their importance in the company

4. Time, effort, and money are well spent

As decisions are made faster and employees are more engaged in their work, important company resources are put to good use. You don't have to conduct more meetings just to resolve an issue or re-explain project goals.

Purpose of meeting:

- To discuss issues of the organisation
- To improve communication
- To promote coordination among members
- To deal with any matters put in agenda to get any jobs done easily.

Broader sense, “A gathering of people as for a business social or religious purpose” is known as meeting.

4.3. Types of Meeting:

In that case, you probably sit through different types of meetings. There are meetings where you share information, meetings where you make decisions, and meetings where you brainstorm. Meetings can be of various types based on formality, purpose, use, legality, participation and more.

Now let us discuss about 5 important types of meeting based on the formality.

1. Formal meeting
2. Annual general meeting (AGM)
3. Statutory meeting
4. Board meeting

5. Informal meeting

1. Formal meeting

It is a kind of meetings held in company each month. It is a very important kind of meeting. Rules for the meetings will be already mentioned in Articles of Association or orders before itself. A quorum must be present (minimum number of members) in order to validate the meeting. Formal record of meetings minutes are kept and maintained by a company secretary.

2. Annual General meeting:

AGM is held once in a year in any organisation. It is an important meeting of a company held annually. It is conducted with the main purpose of assessing the trade and performances of the company over the year. All the shareholders are invited to annual general meeting by giving minimum of 21 day's notice prior to the meeting by the officials. Only then it is validated.

3. Statutory meetings:

Statutory meetings are held between directors and shareholders of the company. It is conducted to pass special reports in organisation. It is a legal meeting of a company. Minutes books are essential to be maintained in such kind of meeting separately. By the company secretary.

4. Board meeting:

Board meetings do not have any specific time intervals for the conducting. Such meetings can be called at any time. Whenever company wants to organise meeting for the review of performance or any issues it have free right authority to call upon a board meeting. Such meetings are attended by all the directors and chaired by chairman of the board.

5. Informal meetings:

There is no any restrictions or rules for the meetings. It can be held informally by taking form of brainstorming or discussions sessions. Strict agendas may not be required and minutes books may not be kept or maintained by officials in such meetings. Examples for such meetings are as follows:

1. Decision-making meetings- They're all about (you guessed it!) making decisions.

At the same time, decision-making meetings often get derailed and in the end, don't result in any tangible results.

2. Innovation meetings- Innovation is key to every organisation. That's why innovation meetings are some of the most important meetings.

During innovation meetings, team members get to brainstorm and share ideas.

3. Information sharing meetings- Information meetings are all about informing attendants about a specific issue or sharing information. These types of meetings are usually educational (for example: seminars and panel debates).

Example:

An agency has accepted a project in a certain niche, such as medical technology. To educate and update team members on this project and the topic, an information sharing meeting is set up.

4. Status update meetings- Status meetings are meetings where you share project updates and keep your team on top of decisions in your organisation.

Ironically, the main problem with this type of meeting is that information is not always effectively shared. Your co-workers are not necessarily on the same page, and subsequently, the meeting ends up being nothing more than a distraction and a waste of time. To hold successful status update meetings, you need to recognise that this meeting is all about sharing information before the meeting.

5. Team building meetings- Team building meetings help your teamwork better together.

In other words, if you're not already organising team building meetings, you're missing out.

Team building meetings can include anything from discussions to games and motivational speakers. Don't rule anything out- instead, create a meeting that aligns with and reinforces your company culture.

Every meeting has an objective.

Subsequently, different meeting types have different objectives. Such meeting types are:

- Decision-making meetings,
- Innovation meetings,
- Information sharing meetings,
- Status update meetings and
- Team building meetings.

While each type of meeting has its own goals and objectives, there are certain things that combine them. Most importantly, they all require you to plan ahead and hold meetings according to your organization's individual needs.

4.4. Communicating Meeting Agendas:

An agenda is a list of meeting activities in the order in which they are to be taken up, beginning with the call to order and ending with adjournment. It usually includes one or more specific items of business to be acted upon. It may, but is not required to, include specific times for one or more activities. An agenda may also be called a docket, schedule, or calendar. It may also contain a listing of an order of business.

An agenda lists the items of business to be taken up during a meeting or session. It may also be called a "calendar". A meeting agenda may be headed with the date, time and location of the meeting, followed by a series of points outlining the order in which the business is to be conducted. Steps on any agenda can include any type of schedule or order the group wants to follow. Agendas may take different forms depending on the specific purpose of the group and may include any number of the items.

In business meetings of a deliberative assembly, the items on the agenda are also known as the orders of the day. Optimally, the agenda is distributed to a meeting's participants prior to the meeting, so that they will be aware of the subjects to be discussed, and are able to prepare for the meeting accordingly.

In a workshop, the sequence of agenda items is important, as later agenda steps may be dependent upon information derived from or completion of earlier steps in the agenda. Frequently in standard meetings, agenda items may be "time boxed" or fixed so as not to exceed a predetermined amount of time. In workshops, time boxing may not be effective because completion of each agenda step may be critical to beginning the next step.

In parliamentary procedure, an agenda is not binding upon an assembly unless its own rules make it so, or unless it has been adopted as the agenda for the meeting by majority vote at the start of the meeting. Otherwise, it is merely for the guidance of the chair.

If an agenda is binding upon an assembly, and a specific time is listed for an item, that item cannot be taken up before that time, and must be taken up when that time arrives even if other business is pending. If it is desired to do otherwise, the rules can be suspended for that purpose.

An agenda for a meeting is a document given to all attendees before the meeting that lists, in order, the matters to be discussed. Also known as: order of business or meeting timetable.

An agenda is more than just a list of things to do. An agenda is a meeting program designed to allow all relevant topics to be dealt with in good order and in good time. An agenda is like a map that shows how to get from one place to another, and how long each part of the journey will take. Without it, you may take longer to reach your destination. You may even get lost.

A meeting agenda is a list of items that participants hope to accomplish at a meeting. The agenda should be distributed in advance of a meeting, minimally 24 hours in advance so that participants have the opportunity to prepare for the meeting. Preferably, if possible, the agenda should be available several days before the meeting.

Developing a Meeting Agenda

First, identify whether other employees are needed to help you plan the meeting. Then, decide what you hope to accomplish by holding the meeting, and establish doable goals for your meeting. The goals you set will establish the framework for an effective meeting plan.

Make certain that you have not planned more than is reasonably achievable within the timeframe of your meeting.

As Stephen Covey said in the "The 7 Habits of Highly Effective People," "Begin with the end in mind." Your meeting purpose will determine the meeting focus, the meeting agenda, and the meeting participants.

Then, consider how much time you expect to need for each agenda item. If the meeting is to last one hour and you have five agenda items, that gives you a general idea of the timeframe you're working with. It doesn't mean every agenda item must be precisely 12 minutes, but the five combined obviously cannot average more time than that.

Decisions to Make

After determining your overall goal, you or your team need to make certain decisions. In addition to the purpose or goal of the meeting, also include with your agenda:

A date, time, and location for the meeting

Participants needed in the meeting

Items for discussion

The amount of time that you anticipate the group will need to discuss each item

Pre-work for the meeting. This will include any reading, documentation, data, meeting minutes from a prior meeting, or any other preparation that will make your actual meeting successful. Relevant documents should be attached to the meeting notice and agenda when you distribute them to invited participants.

Identifying Participants

Once you have decided that a meeting is necessary to accomplish your goal, you need to develop a list of participants. Not every employee can or should participate in every meeting, but inviting the right participants will enhance your likelihood of success. Determine your participants by asking yourself some questions:

Who must own the solution the group develops?

Who owns the process the group is discussing?

Who needs to know the information you are distributing?

Who can provide data and facts to guide decision making?

Who has experience or expertise to share with the group?

Who must support the implementation of any solutions or tasks?

Who must provide permission or resources to accomplish the meeting outcome?

Who might oppose the implementation of any solutions or direction?

Regularly Scheduled Meetings

Not every meeting needs a custom developed agenda. Most employees have regularly scheduled meetings for their departments or workgroups. You also have teams and projects in which you participate. An ongoing project may not require a newly developed agenda for every meeting, but your team will be well served by adopting a standard approach to your meeting. The regularly scheduled employee meeting is divided into three segments for which each has standard agenda items:

Informational Items: Write out any agenda items that are informational for every meeting. For example, the manager updates the group on the outcomes of the senior management meeting.

Action Items: Place on the agenda any items that you expect the group will want to review at every regularly scheduled meeting. For example, performance to budget for the time period and the identification of cost savings and continuous improvements the group plans to achieve.

Forward Planning: Place on the agenda any items that the group wants to plan for or prepare for in advance. For example, the short-term goals for the next month or the need for coworker assistance on upcoming assignments.

An agenda is essentially a meeting plan that outlines what topics will be discussed and in what order. This could be a formal outline, following Robert's Rules of Order, including a call to order and multiple steps to cover old and new business items. Or an agenda can be very simple - one or two items with time allotted for discussion or voting. It all depends on the meeting's purpose and the needs of your business or team. An agenda for a staff or board meeting may be very different from that for a conference or seminar, but the goals are the same: to inform meeting participants about what topics will be covered and to allow for easy facilitation of the meeting process.

We've compiled a list of meeting agenda templates for Microsoft Word that can be downloaded for free. We've also included tips below on how to best use an agenda to run an effective meeting. If you're interested in increasing meeting effectiveness and productivity within your organisation, consider trying Smart-sheet. Organise upcoming and previous meetings in one location to improve visibility and increase accountability. Create a seamless, connected meeting agenda where everyone has access and can contribute. Take the guesswork out of managing meetings with automated alerts, notifications and update requests. Document meeting minutes directly in the agenda and attach files and comments to relevant topics and action items.

4.4.1. Developing a meeting agenda and communicating:

Whether you use a template or create your own, an agenda can be a great organisational tool for keeping meetings focused. Here are some tips for designing and utilising an agenda to ensure that meeting goals are met without wasting time or creating frustration.

Create your agenda early.

Don't wait until the last minute to start writing an agenda. Getting started well before a meeting gives you time to create a professional document and make any needed changes based on feedback from team members.

Clearly define your meeting objective.

The objective can be thought of as a very brief summary of what will be discussed in a meeting. This should be stated at the top of the agenda, below the meeting title or agenda header.

Prioritized agenda items.

As you outline items to be discussed, add them to the agenda in order of importance. Meetings are notorious for running overtime, and you don't want to miss an important topic because time ran out.

Break down agenda topics into key points.

Creating a more detailed outline that breaks up agenda topics into multiple items for consideration helps attendees see the key issues. This allows for a more focused discussion and can save time.

Allow adequate time for each agenda item.

This is very important, but not necessarily easy. Some flexibility is always required in meetings, and prioritizing agenda items will help ensure that important issues are addressed. But allowing enough time for each agenda topic will help attendees effectively deal with the issues at hand.

Indicate whether agenda items require a decision.

Some of the business covered during a meeting may include topics for discussion or issues that need to be resolved or voted on. Make sure this is clear in your agenda so that attendees know whether they will be part of the decision-making process.

Inform members on how to prepare for the meeting.

Sharing an agenda with team members in advance not only lets them know what to expect during the meeting, but can also describe any preparation needed.

List who is responsible for presenting a topic.

Meeting attendees should have clear roles and responsibilities to keep the process running smoothly.

Leave time for meeting review.

At the end of your agenda, include a space for evaluating the meeting to improve the process in the future. This can also be a time for attendees to get clarification on any issues raised during the meeting or to propose topics for the next meeting.

4.5. Oral commentaries and Narration's:

Watching the event live gives more happiness to the audience. It can clear many doubts of gathered people by giving oral commentaries. Giving an oral commentary is a talent and it has its own way of communication.

A spoken description on an event on the radio or television that is broadcast as the event happens. For example a live football match will have a person or group of people who give live commentaries or description about the current match. It is always in the simple present or present tense.

Students are expected to demonstrate their ability to communicate in a sustained and organised manner. The commentary should not be a series of unconnected points concerning the text. Students are expected to use a register appropriate to the commentary.

During the commentary students must focus only on the text. If the text is an extract from a novel, for example, the relationship to the whole text or other works by the writer should be mentioned only when relevant.

Students should not use this activity as an opportunity to discuss everything they know about the larger text. They are encouraged to integrate responses to the guiding questions into the commentary.

The teacher should allow students to analyse the text without interruption. The teacher should act as no more than a sympathetic listener, and should not attempt to rearrange the commentary. The teacher should only intervene if students need positive encouragement, are finding it difficult to continue, or fail to comment on the text. The commentary should last for approximately 10 minutes.

4.5.1. Commentaries in cricket

While Test cricket can be a hard game physically, its essential nature lies in its mental combat and what Greg Chappell calls the “inner game”. Cricketers have to be fit and strong but more importantly they have to be creative, confident thinkers. Five day Test cricket is the thinking person's game. And what especially separates cricket from many other sports is that it is a captain's game. As the on-field leader, a cricket captain devises strategy and tactics, inspires confidence and nerve in his team, and tries to outthink his opposing captain. Cricket, particularly in Test format, is a conceptual sport.

The key to improving cricket commentary, to make it more compelling, is for it to dramatically convey that mental side to the game, and the captains' strategies and conflicts. One important way to do this is for commentators to use storytelling techniques that focus on the strategic and psychological aspects of play. The poor way to tell a story unravelling live before a viewer's eyes is to spoon-feed them slap-dash descriptions of the action, reveal to them the consequences of these actions, and tell him what emotions to feel. Such commentary places the focus on the reporter and not on the game and the viewer's heart and mind.

A good storyteller reveals events dramatically. A cricket commentator should first describe the key match events and then connect them to the strategy or mental conflict underlying them. That is, the commentator explicitly tells the audience what the captain, batsman, bowler or fielder's purpose or problem is. Then the audience is prompted for what to look for in the upcoming play. For example, the expert briefly relates that Australia's bowlers cannot dislodge batsman Vivian Richards (the problem), that the bowlers are becoming deflated and no-balling (consequent problem), but now the Australian captain has changed his field to add two extra slip fielders and have his bowler come around the wicket. The captain's purpose, the expert reveals, is to make Richards nick the ball and give a catch in the slips (the hoped for solution).

The viewer now clearly understands the purposes and conflicts of the relevant "actors" but doesn't know the hoped for or dreaded outcome of these purposes and so feels suspense. Will the bowlers get it right? Will Richards get out or keep smashing the ball? The viewer becomes riveted to the screen or radio because he has been intelligently given selective information that influences his thinking and emotions. That is, because the viewer makes conclusions of his own about the on-field actions he is more mentally and emotionally involved in the game. This method points to the following principle: the more an audience knows and understands, the more it will appreciate and enjoy something, whether it be a movie, an art work, or a sporting contest. And isn't that why we have commentators, to show and reveal a game for us? Commentators must add value to a broadcast.

Giving a TV cricket audience selective information to induce a strong reaction is similar to inducing suspense in a movie audience, as the master of suspense.

Commentators need to discuss the psychological issues relevant in a game. A perceptive commentator, Chappell for instance, can easily develop story angles from issues such as tiredness, concentration, patience, intimidation and frustration.

Hence commentaries are nothing but narrating the current situation in such a way that the person should be able to imagine the situation clearly by listening to it itself.

4.5.2. Extempore for cricket commentaries by taking example of India vs Australia match.

"47th over: 97 needed from 24 balls. First ball, Starc bowls a beautiful delivery. Shami just taps the ball to third man and takes a single. Second ball, a good bouncer from Starc, Umesh Yadav was hit on the chin. The Australian players are concerned and gather around Umesh.

Third ball, a short ball outside the off stump and Umesh leaves it alone. Fourth ball, a wild swing from Umesh, misses it and the ball goes through to the keeper. Fifth ball, A good delivery to end the innings for India. India all out for 233. It is a 95 run victory for Australia”

4.6. Telephone Conversation Etiquette's:

Telephone Etiquette Proper telephone etiquette an important facet of communication, since you represent not only yourself, but often your department and the University. Remembering to use proper telephone etiquette, whether answering or making calls, leaves your respondents with a favorable impression of you, your department, and Lehigh in general. The following suggestions are helpful for making your phone conversations more effective.

- Using phrases such as "thank you" and "please" are essential in displaying a professional atmosphere.
- Listen actively and listen to others without interrupting.
- Don't make people dread having to answer their phone or call your department.

Answering Calls

- Try to answer the phone within three rings.
- Answering a phone too fast can catch the caller off guard and waiting too long can make the caller angry.
- Answer with a friendly greeting. (Example - "Good Afternoon, Lehigh University, Telecommunications, Lizanne speaking, how may I help you?").
- Smile - it shows, even through the phone lines; speak in a pleasant tone of voice - the caller will appreciate it.
- Ask the caller for their name, even if their name is not necessary for the call. This shows you have taken an interest in them.
- If the caller has reached a wrong number, be courteous. Sometimes a caller is transferred all over campus with a simple question and the caller gets frustrated. If possible, take the time to find out where they should be calling/to whom they should be speaking.
- Use the hold button when leaving a line so that the caller does not accidentally overhear conversations being held nearby.
- When you are out of the office or away from your desk for more than a few minutes, forward your phone to voicemail.

Making Calls

When you call someone and they answer the phone, do not say "Who am I speaking with?" without first identifying yourself: (Example - "This is Lizanne from Lehigh/Telecommunications. To whom am I speaking?")

- Always know and state the purpose of the communication.
- When you reach a wrong number, don't argue with the person who answered the call or keep them on the line. Say: "I'm sorry, I must have the wrong number. Please excuse the interruption." And then hang up.

- If you told a person you would call at a certain time, call them as you promised. If you need to delay the conversation, call to postpone it, but do not make the other person wait around for your call.
- If you don't leave a number/message for someone to call you back, don't become angry if they are not available when you call again.

Handling Rude or Impatient Callers

- Stay calm. Try to remain diplomatic and polite. Getting angry will only make them angrier.
- Always show willingness to resolve the problem or conflict.
- Try to think like the caller. Remember, their problems and concerns are important.
- If you are in a non-supervisory position: Offer to have your supervisor talk to the caller or call him/her back if the caller persists.
- If you are supervisor: Be willing to handle irate callers. Speak slowly and calmly. Be firm with your answers, but understanding. Sometimes the irate caller just wants someone in a supervisory capacity to listen to their story even if you are unable to help them.

Placing Calls on Hold

When putting a caller on hold, always ask permission. Examples: "Would you mind holding while I check?" or "Can you hold briefly while I see if Mr. Jones is available?" When taking a caller off of hold, always thank them for holding.

- Sometimes you may have other lines ringing too. Remember to write down the names of callers holding so you avoid asking who the caller is holding for more than once.

Transferring Calls

- If the caller needs to speak to another person or department, transfer the caller directly to the desired person's extension rather than the operator. This will save the caller having to explain his/her requests another time, and it will cut the number of times the caller needs to be transferred.
- When transferring a caller, tell them who you are transferring them to, and announce the caller to the person you are transferring them to.
- If the called party does not wish to take the call, return to the caller (Example – "He/she is out of the office, may I take a message or would you like his/her voicemail?")

Taking Messages

- Be prepared with pen and message slip when you answer the phone.
- When taking messages be sure to ask for:

Caller's name (asking the caller for correct spelling.)

Caller's phone number and/or extension (including area code)

- If the caller is a student, ask for the Student ID# (if appropriate) and ask about the subject of the call.
- Repeat the message to the caller.
- Be sure to fill in the date, time, and your initials.
- Place the message slip in the called party's inbox or in a conspicuous place in their office, such as their chair.
- Don't forget that you can transfer them to voicemail instead of taking a paper message, but don't forget to ask, "Would you like me to transfer you to his/her voicemail?" Do not assume that the caller would rather go to voicemail. Always ask first.

Ending Conversations

There are several ways that you can end a long phone call without making up a story or sounding rude:

- Leave the conversation open, and let the other party end the conversation.
- Promise to finish your discussion at another time.
- End on an "up" note.
- Tell the person how much you've enjoyed speaking with him/her.
- Before hanging up, be sure that you have answered all the caller's questions
- Always end with a pleasantry such as : "Have a nice day" or "It was nice speaking with you"

4.6.1. Imaginary Telephone conversation:

Practice dialogues are a great way to improve your English speaking skills. Here is a sample telephone conversation between two people.

Receptionist: Good morning. Speak Smart Academy. Can I help you?

Caller: Yes, please. I'd like some information about the evening courses.

Receptionist: OK... what languages are you interested in?

Caller: German. Actually I work for a multinational company and they're planning to transfer me to their Berlin office. I don't know much German, so I thought I would learn at least a few words and phrases before I go.

Receptionist: That's good. We do offer some spoken German courses in the evening.

Caller: Do you offer any short-term courses that I can do in one or two months? I don't think I'll be able to do a long-term course, because I might get the transfer anytime.

Receptionist: I see. Yes, we do offer some short-term courses, but the thing is that you can't learn a language in one or two months. You'll only learn the basics. By the way, do you speak any German at all?

Caller: I'm afraid not.

Receptionist: OK. Can you read or write German?

Caller: Yes, I can read and write. I did learn some German when I was in school but after that I lost touch with the language.

Receptionist: It's okay. If you can read and write German, it'll not be much of a problem.

Caller: So how much does the course cost?

Receptionist: The short-term course costs US \$99 per person.

Caller: That's not bad. So can I book my classes right now?

Receptionist: Well, telephone booking is not possible. You've to visit our office to sign up for the course. You'll need to bring in your ID card and two passport size photos with you.

Caller: It's okay. No problem. Do you need any other documents?

Receptionist: No, that's it.

Caller: So when will the classes begin?

Receptionist: If you are ready, we can start the classes tomorrow itself.

Caller: That's great. OK then. See you tomorrow. Many thanks for your help.

Receptionist: You're welcome. Have a great day sir.

4.7. HOTLINES:

4.7.1. Meaning

A hotline is a phone line that the public can use to contact an organisation about a particular subject. Hotlines allow people to obtain information from an organisation or to give the organisation information. A hotline is a special, direct phone line between the heads of government in different countries.

A typical non-dial red phone used for hotlines. This one is a prop which is on display in the Jimmy Carter Library and Museum, erroneously representing the Moscow–Washington hotline.

A hotline is a point-to-point communications link in which a call is automatically directed to the preselected destination without any additional action by the user when the end instrument goes off-hook. An example would be a phone that automatically connects to emergency services on picking up the receiver. Therefore, dedicated hotline phones do not need a rotary dial or keypad. A hotline can also be called an automatic signaling, ring-down, or off-hook service.

Crises and services

True hotlines cannot be used to originate calls other than to preselected destinations. However, in common or colloquial usage, a "hotline" often refers to a call centre reachable by dialling a standard telephone number, or sometimes the phone numbers themselves. This is especially the case with 24-hour, noncommercial numbers, such as police tip hotlines or suicide crisis hotlines, which are staffed around the clock and thereby give the appearance of real hotlines. Increasingly, however, the term is found being applied to any customer service telephone number.

4.7.2. Understanding the importance of Hotlines:

There are various reasons behind the hotlines in an oral animation. The importance of hotlines are as follows:

- A hotline can enhance your organisation's tone at the top. If implemented and monitored properly, the hotline will send the message to employees and other third parties that the organisation is supporting an ethical culture.
- Organisations with hotlines are almost twice as likely to detect fraud from a tip. We know tips are the best ways to detect fraud, and a hotline will increase your organisation's ability to capture tips.
- A hotline can cut the losses and duration of fraud in half. This is directly tied to an organisation's ability to capture tips more effectively. It blows my mind that there are business owners and executives who choose not to implement hotlines.
- With hotlines, organisations have the ability to capture information to proactively investigate possible wrongdoing. Being proactive allows management the ability to control the process, take appropriate action, which may include self-disclosure of any wrongdoing, if necessary. Without a hotline, employees and others may be more willing to go to the authorities or regulatory bodies to report possible wrongdoing. This will put the organisation in a reactive situation with defensive posture, which creates more uncontrollable variables

4.8. VIDEO CONFERENCING:

A video conference is a live, visual connection between two or more people residing in separate locations for the purpose of communication. At its simplest, video conferencing provides transmission of static images and text between two locations. At its most sophisticated, it provides transmission of full-motion video images and high-quality audio between multiple locations.

Consumer services - like Apple's FaceTime, Google's Hangouts and Microsoft's Skype - have made video conferencing ubiquitous on desktops and mobile devices that have an embedded camera. In the business world, desktop video conferencing is a core component of unified communications applications and Web conferencing services, while cloud-based virtual meeting room services enable organisations to planned video conferencing with minimal infrastructure investment. For businesses, the tangible benefits of video conferencing include lower travel costs +- especially for employee training -- and shortened project times as a result of improved communications among team members. The intangible benefits of video conferencing include more efficient meetings with the exchange of non-verbal communications and a stronger sense of commMODULEy among business contacts, both within and between companies, as well as with customers. On a personal level, the face-to-face connection adds non-verbal communication to the exchange and allows participants to develop a stronger sense of familiarity with individuals they may never actually meet in person.

Video conferencing is a technology that allows users in different locations to hold face-to-face meetings without having to move to a single location together. This technology is particularly convenient for business users in different cities or even different countries because it saves the time, expense and hassle associated with business travel. Uses for video conferencing include holding routine meetings, negotiating business deals and interviewing job candidates.

4.8.1.Etiquette in Video conferencing:

More businesses than ever are employing video conferencing systems to interface with their co-workers, clients and vendors.

Seeing the other person's facial expressions gives you instant feedback you can't get over the phone. You can quickly correct misunderstandings before they're verbalised. You see each other in person in real time, and that alone appeals to our human nature. This is a real person, not a text, memo or a voice on the phone.

Using this technology over the years has taught us several points of etiquette that will make your video conferencing communications more effective. Here are our top 10:

1.Video — meet first.

If it's important, make your first meeting by live video. They will feel more comfortable with you, be more likely to forgive your imperfections, and give you the benefit of the doubt. You will seem more sincere. This is your opportMODULEy to make a good first impression.

2. Prepare yourself.

Look clean and well groomed, but don't overdo it as that will appear insincere. Don't distract them with flashy jewellery, dramatic make-up or wild styles. Business casual and low key wins the day. Have a drink of water before you go on. Put a smile on your face and sit up straight.

3. Clean your desk.

Don't have anything between you and the camera that says you're messy or disorganised. Lose the stack of papers, sticky notes and potato chips. Consider the visual message you are sending.

4. Aim your camera.

Check your camera angle. Ideally, it should be coming from the middle of the screen or even with their eyes. Don't sit too close or your head will appear much too large. Look at the camera when you speak. Don't put the camera to your side.

5. Prepare your background.

If you have a sunny window directly behind you, close the blind. Think about what they see behind your head. A clean wall or curtain is better than a cluttered office or weird artwork. Remember, you don't want to distract them, so look to see what they see before you call.

6. Prepare your presentation

Have in mind exactly what you want to convey, what commitments you want from them, and be prepared for questions. Books, pictures or shared documents are great props to use.

7. Small talk first.

Talk about the weather or something neutral to give them time to adjust to you and how you speak. They are taking in a lot of information at first so make it friendly. Don't talk too fast.

8. Give and take

Be sure to give them ample opportunity to respond and ask questions. Ideally, they should talk as long as you do. Take notes. Listen closely to their remarks and address them before you go on with your points.

9. Smile and say goodbye.

Look at the camera. Give a friendly wave goodbye and thank them for the meeting.

10. Send a follow-up.

Right after your live video meeting, send them a thank you email saying how much you enjoyed meeting with them and politely summarise the action items.

Think of it as a visit from them to your office. This is a wonderful opportunity to make a good first impression, so prepare yourself for the best.

4.9.INTRODUCTORY WELCOME:

Every addressing contains a welcome note with introductory part. It should be in such a way that the addressing introductory welcoming speech should be a very much attractive and crispy in Information pooling. It is the talent of a person who is going to address in introductory welcome, how good they keep their audience alive and create an interest regarding the sessions.

Welcome speeches are delivered as the gestures of goodwill to welcome and appreciate all the people, including dignitaries, who took their time to come to the function. And it may also include a brief explanation about the introductory or achievements of the guest. It is usually direct and brief.

Understanding the function of a welcome speech

Before you write it's a really good idea to have a handle on what a welcome speech does, or its functions. There are several. The most obvious is that it signals the start of any special event or occasion requiring a formal opening. For instance a meeting, a lecture, a workshop, or a celebration could all be officially opened with a welcome speech.

Tone setting - starting as you mean to go on

A less obvious function is how a welcome speech sets the tone for an event. The words chosen, how they are structured and delivered all come together to create tone. Get tone wrong, and it's a disaster.

Getting the focus and tone right

The focus is always the audience and your goal is to make them look forward to whatever is coming next. You are MODULEing and bringing them together in the common purpose at the heart of the occasion. How do you effectively open a speech or presentation to prevent this from happening? Here are seven effective methods to open a speech or presentation:

Quote

Opening with a relevant quote can help set the tone for the rest of your speech. For example, one that I often use to open a presentation dealing with public speaking:

“It usually takes me more than three weeks to prepare a good impromptu speech.” – Mark Twain

“What If” Scenario

Immediately drawing your audience into your speech works wonders. Asking a “what if” question invites the audience to follow your thought process.

“What if we were all blunt? How different would our everyday lives be? What would happen if we said what was on our minds, all day every day?”

“Imagine” Scenario

A similar method, but more relevant for sensational examples. It puts your audience members directly into the presentation by allowing each member to visualize an extraordinary scenario.

“Imagine jumping out of a skydiving plane and discovering your parachute doesn’t work. What memories would flash before you? Now imagine the parachute opened. How differently would you act when you landed?”

Question

Ask a rhetorical or literal question. When someone is posed with a question, whether an answer is called for or not, that person intuitively answers.

“Who wouldn’t want to live on an exotic island?”

Silence

A pause, whether two seconds or 10 seconds, allows your audience to sit and quiet down. Most audiences expect a speaker to begin immediately. An extra pause brings all the attention right where you should want it – on you.

Statistic

Use a surprising, powerful, personalised statistic that will resonate with the audience to get your message across right away. It has the potential to trigger the audiences’ emotional appeal.

“Look to your left. Now look to your right. One of your seat-mates will _____.”

“In this room, over 90 percent of us are going to _____.”

Powerful Statement/Phrase

A statement or phrase can catch the audience’s attention by keeping them guessing as to what you’re about to say next. Implementing the silence technique afterwards also adds to the effect.

“We can not win. We can’t win...”

(Pause)

“... That’s what every newspaper in the country is saying.”

4.9.1.Extempore Introductory welcome speech:

Beginning of Free Welcome Speech

Welcome to the 5th annual gathering of the American Car Enthusiasts. It is great to see so many enthusiastic men and women here celebrating the genius and innovation of American car manufacturers over the years. It has been a long time since Henry Ford got the ball rolling and look how far we've come! Are you happy to be here?

ACE is pleased to host this conference in Detroit this year where we will have the opportunity to see the best cars America has had to offer, past and present!

I know that many of you have traveled from quite a distance and I'd like to acknowledge our members from Alaska, Hawaii and even Guam who have made this long trip to participate in the largest, most extensive ACE conference we have ever had.

Body of the Example Welcome Speech

Among the activities we have planned are workshops about the evolution of individual car models such as the Thunderbird and the Mustang as well as demonstrations of the performance characteristics of our newest American offerings.

Please consult your conference brochures for specific events. In the exhibition hall you will be able to visit each of the manufacturers of our fine American automobiles as well as the booths of our valued partners who support the industry in various ways. Don't forget to enter all the raffles and drawings for the latest accessories, tickets to NASCAR races and even a 2007 Corvette. Folks, you are lucky to be here this year because we have some tremendous events planned for each day of the conference. Tonight is our opening banquet with our keynote speaker, Lee Roker. Tomorrow we have the Winner's Circle cocktail hour hosted by many of our fine sponsors. On closing day we will have a Texas style barbecue starting at 1 o'clock on the terrace outside the exhibition hall.

I know most of you are already members of ACE but for those of you who aren't, I urge you to fill out a membership application so that you can enjoy all the benefits that our members enjoy here, including discounts for the field trips we have planned and a subscription to our fine newsletter, ACE Quarterly.

Conclusion of the Welcome Speech

To all of you, thank you for being here, welcome, and enjoy the conference!

4.10.VALEDICTORY ADDRESSES:

A valedictory is a speech expressing farewell, as at a school graduation. The adjective valedictory relates to saying good-bye, but almost always refers to a speech or address. Another sense, It is a a farewell oration (especially one delivered during graduation exercises by an outstanding member of a graduating class).

Speaking in front of large groups of people is always difficult. When you're speaking at a graduation, the expectations can seem even more intimidating. Sometimes the hardest part is just getting started. There are many common ways to start a speech, but try to avoid the clichés. Use the common ways to start a speech as a springboard for your own ideas.

Come prepared.

Bring note cards if you haven't written out your whole speech. Make sure that they are easily accessible. You don't want to be fumbling around up on the podium in front of everyone. Make sure you're ready to start as soon as you get up there.

Cater your speech to your audience.

You want to speak about something that matters to you, obviously, but a big part about giving a speech is connecting to those who are listening. Try to find the balance between what matters to you and what matters to everyone else. Hopefully, if you're the graduation speaker, there will be a big overlap.

Stay calm and practice.

It's natural to be nervous. However, part of being prepared is figuring out a way to calm your nerves. Try practicing in front of your friends or parents so that you feel comfortable with the rhythm of the words. This way you'll be less likely to stumble.

Make sure you address everyone in the audience.

Don't just start going straight into the meat of your speech. People expect a small preamble, and it's good to get your voice working first anyways. Address the crowd and say good morning, good afternoon, whatever it may be.

For example, say something like "Good morning/afternoon/night to the faculty, our trustees, and of course my classmates"

Address specific people.

It's probably a good idea to address the head of the school by name. You could also address your parents, or maybe a specific teacher as a joke, or someone who helped you write the speech. This is always a good way to start a speech and it helps you warm up as you get into it. For example "I'd like to thank my Grandparents for traveling all the way down from Alaska to be here today." or "I would like to thank my 11th grade teacher, Ms. Johnson, who developed my love for writing poetry."

Go slow.

Remember, you're just getting started. You'll definitely be nervous, and nerves inevitably will cause you to speak faster than you think you are. Consciously slow yourself down. Take pauses, observe the crowd. Even though it might be terrifying, understand that everyone is on your side. This is a once in a lifetime moment, but there's no pressure! Appreciate the experience for what it is. Don't rush.

Rushing will make your speech harder to understand and sound worse. Pauses can make a good speech sound great, speeding up can make a good speech sound awful.

Thank anyone who helped you get where you are.

Starting a speech by saying thank you to people is pretty common. Generally you want to end your speech with a message, rather than saying thank you. It's not like a movie where the credits roll at the end. Try to think who is important to you and whom you owe. Who put you in the position to make this speech at all.

Usually the duration of a valedictory speech is also another matter which have to be considered. Student graduation speeches usually range from 5-12 minutes. A principal or an outside person would generally speak 15-20 minutes. More than this limit is not an etiquette of good valedictory.

Conclusions :

Oral communication is the process of expressing information or ideas by word of mouth. Learn more about the types and benefits of oral communication, and find out how you can improve your own oral communication abilities.

Oral communication describes any type of interaction that makes use of spoken words, and it is a vital, integral part of the business world, especially in an era dubbed the information age. "The ability to communicate effectively through speaking as well as in writing is highly valued, and demanded, in business," Herta A. Murphy, Herbert W. Hildebrandt, and Jane Thomas wrote in their book *Effective Business Communications*. "Knowing the content of the functional areas of business is important, but to give life to those ideas—in meetings or in solo presentations—demands an effective oral presentation." The types of oral communication commonly used within an organisation include staff meetings, personal discussions, presentations, telephone discourse, and informal conversation. Oral communication with those outside of the organisation might take the form of face-to-face meetings, telephone calls, speeches, teleconferences, or videoconferences.

Conversation management skills are essential for small business owners and managers who often shoulder much of the burden in such areas as client/customer presentations, employee interviews, and conducting meetings. For oral communication to be effective, it should be clear, relevant, tactful in phraseology and tone, concise, and informative. Presentations or conversations that bear these hallmarks can be an invaluable tool in ensuring business health and growth. Unclear, inaccurate, or inconsiderate business communication, on the other hand, can waste valuable time, alienate employees or customers, and destroy goodwill toward management or the overall business.

The public presentation is generally recognised as the most important of the various genres of oral business communication. As is true of all kinds of communication, the first step in preparing a public speech or remarks is to determine the essential purpose/goal of the communication. As Hildebrandt, Murphy, and Thomas note, business presentations tend to have one of three general purposes: to persuade, to inform or instruct, or to entertain. Out of the purpose will come the main ideas to be included in the presentation. These ideas should be researched thoroughly and adapted to the needs of the audience.

The ideas should then be organised to include an introduction, a main body or text, and a summary or conclusion. Or, as the old adage about giving speeches goes, "Tell them what you're going to tell them, tell them, and tell them what you told them." The introduction should grab the listener's interest and establish the theme of the remainder of the presentation. The main body should concentrate on points of emphasis. The conclusion should restate the key points and summarise the overarching message that is being conveyed.

Visual aids can be a useful component of some presentations. Whether they are projected from a PC, displayed on chalkboards, dry-erase boards, or flip charts visual aids should be meaningful, creative, and interesting in order to help the speaker get a message across. The key to successful use of visual aids is that they should support the theme of the presentation, aid in its transmittal but do so without detracting by being sloppy, complicated, or even too entertaining.

Once the presentation has been organised and the visual aids have been selected, the speaker should rehearse the presentation out loud and revise as needed to fit time constraints, and to assure thorough coverage of the main points. It may help to practice in front of a mirror or in front of a friend in order to gain confidence. A good oral presentation will include transitional phrases to help listeners move through the material, and will not be overly long or technical. It is also important for the speaker to anticipate questions the audience might have and either include that information in the presentation or be prepared to address them in a Q&A session at the end of the presentation. Professional and gracious presentation is another key to effective communication, whether the setting is a conference, a banquet, a holiday luncheon, or a management retreat. "Recognise that when you speak at a business event, you represent your company and your office in that company," stated Steve Kaye in IIE Solutions. "Use the event as an opportunity to promote good will. Avoid complaints, criticism, or controversy. These will alienate the audience and destroy your credibility quickly. Instead, talk about what the audience wants to hear. Praise your host, honour the occasion, and compliment the attendees. Radiate success and optimism."

Oral presentations can be delivered extemporaneously (from an outline or notes); by reading from a manuscript; or from memory. The extemporaneous approach is often touted as a method that allows the speaker to make eye contact and develop a rapport with the audience while simultaneously conveying pertinent information. Reading from a manuscript is more often utilised for longer and/or detailed communications that cover a lot of ground. Memorisation, meanwhile, is usually only used for short and/or informal discussions.

The delivery of effective oral presentations requires a speaker to consider his or her vocal pitch, rate, and volume. It is important to incorporate changes in vocal pitch to add emphasis and avoid monotony. It is also helpful to vary the rate of speaking and incorporate pauses to allow the listener to reflect upon specific elements of the overall message. Finding the appropriate volume is crucial to the success of a presentation as well. Finally, speakers should be careful not to add extraneous words or sounds—such as "um," "you know," or "okay"—between words or sentences in a presentation.

Nonverbal elements such as posture, gestures, and facial expressions are also important factors in developing good oral communication skills. "Your outward appearance mirrors your inner mood," Hildebrandt, Murphy, and Thomas confirmed. "Thus good posture suggests poise and confidence; stand neither at rigid attention nor with sloppy casualness draped over the podium, but erect with your weight about equally distributed on each foot." Some movement may be helpful to hold listeners' attention or to increase emphasis, but constant shifting or pacing should be avoided. Likewise, hand and arm gestures can be used to point, describe, or emphasise, but they should be varied, carefully timed, and adapted to the audience. Finally, good speakers should make frequent eye contact with the audience, let their facial expression show their interest in the ideas they are presenting, and dress in a way that is appropriate for the occasion.

Small business owners reflect the general population in that their enthusiasm for public speaking varies considerably for individual to individual. Some entrepreneurs enjoy the limelight and thrive in settings that call for public presentations (formal or informal). Others are less adept at public speaking and avoid being placed in such situations. But business consultants urge entrepreneurs to treat public presentations and oral communication skills as a potentially invaluable tool in business growth. "You may consider hiring a presentation coach or attending a workshop on business presentations," counselled Kaye. "These services can show you how to maximise your impact while speaking. In fact, learning such skills serves as a long-term investment in your future as an effective leader."

MULTIPLE CHOICE QUESTIONS:

1. _____ is a gathering of two or more people to discuss about ideas goals and objectives that concern the workplace.
 - a) Group discussion
 - b) **Professional meeting**
 - c) Interview
 - d) Arguments

2. The meeting which is called once in a year is called as _____.
 - a) Formal meeting
 - b) Board meeting
 - c) **Annual general meeting**

- d) Occasional meeting
3. Meeting called especially for team building is a kind of _____ meeting.
- a) **Informal meeting**
 - b) Formal meeting
 - c) General meeting
 - d) Board meeting
4. _____ is the list of items to be discussed in meeting.
- a) Minutes
 - b) **Agenda**
 - c) Reports
 - d) Notice
5. Effective meeting can save which of the following?
- a) Time
 - b) Money
 - c) Talent
 - d) **All the above**
6. Which of the following is very related in watching live football match?
- a) Players profile
 - b) Debate
 - c) **Oral commentary**
 - d) None of these
7. Oral communication includes which of the following concept?
- a) Speaker and listener
 - b) **Speaker channel and listener**
 - c) Only speaker
 - d) Only listener
8. "Hello sir, how may I help you?" is a telephone etiquette to be followed in the _____ of the conversation.
- a) End
 - b) Middle
 - c) **Beginning**
 - d) No where
9. Meeting held at workplace is _____
- a) **Professional meeting**
 - b) Personal meeting
 - c) Occasionally meeting
 - d) Informal meeting

10. "It was nice speaking to you, have a great day" is _____ etiquette.
- a) Personal
 - b) **Telephone**
 - c) Workplace
 - d) None of these
11. Oral commentaries are live _____ of an event.
- a) Explanation
 - b) Description
 - c) Narration
 - d) **All the above**
12. In an office, an employee communicates horizontally with his _____
- a) Assistant
 - b) Manager
 - c) **Colleagues**
 - d) Workers
13. _____ is a phone line that the public can use to contact an organisation about a particular subject.
- a) Fax
 - b) **Hotlines**
 - c) Emails
 - d) Telegraphs
14. A video conferencing is helpful in _____
- a) **Face to face communication**
 - b) Voice to voice communication
 - c) Face to voice communication
 - d) None of the above
15. Which of the given are not an etiquette in video conferencing?
- a) Aim your camera
 - b) Prepare your background
 - c) Give and take
 - d) **None of the these**
16. Pick the odd one out.
- a) Meeting
 - b) **Eating**
 - c) Conferencing
 - d) Speech
17. Meeting agenda should be prepared at least _____ hours before the meeting.
- a) 2 hours

- b) 12 hours
 - c) **24 hours**
 - d) 48 hours
18. Directors and shareholders must be given a notice on meeting before _____
- a) **21 days**
 - b) 10 days
 - c) 5 days
 - d) 1 day
19. (A)“An Oral commentary is a very interesting thing while watching an event”
(B) “There is no any etiquette should be followed during a professional telephone calls”
- a) **Only A is true**
 - b) Only B is true
 - c) Both A and B are true
 - d) Both A and B are false
20. Any speech will be very attractive if you add _____ in the beginning.
- a) Noun
 - b) **Quote**
 - c) Pronoun
 - d) Adjective
21. The concept of hotlines are also connected to _____ of each company
- a) **Customer service**
 - b) Manager
 - c) Chairman
 - d) Employees
22. There is a barrier to communication when words are uttered in a _____ sense.
- a) **Negative**
 - b) polite
 - c) good
 - d) positive
23. Which of these is a main element of non-verbal communication?
- a) **Volume of speaker**
 - b) name of speaker
 - c) name of the listener
 - d) age of speaker
24. _____ is the speech which is done in the beginning of the public address.
- a) Friendly speech

- b) Persuasive speech
- c) **Introductory speech**
- d) Valedictory speech

25. Farewell speech given by a speaker at the end of the public addressing is _____

- a) Welcome speech
- b) **Valedictory speech**
- c) Occasional speech
- d) Persuasive speech

DIRECT QUESTIONS (8 MARKS EACH)

1. Professional meetings are Important - Justify.
2. What are the types of Professional meeting? Explain.
3. Agenda is important in a meeting - Describe.
4. How do you follow telephone etiquette? Mention any 6 telephone etiquettes.
5. Draft an imaginary formal telephone conversation between two people.
6. What is Oral commentary? Give an extempore live commentary of any event as an example.
7. Give some guidelines in developing an agenda for meeting.
8. How video conferencing help in effective communication? Explain.
9. Mention some of the video conferencing etiquettes.
10. What do you mean by welcome address? Draft an imaginary welcome speech.
11. Explain valedictory speech. Give an extempore of farewell speech.
12. What are Hotlines? Explain its importance.

MODULE 5

PUBLIC RELATIONS (PR)

5.1. INTRODUCTION TO PR

Public relations (PR) is the practice of managing the spread of information between an individual or an organisation (such as a business, government agency, or a non-profit organisation) and the public. Public relations may include an organisation or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. Public relations is the idea of creating coverage for clients for free, rather than marketing or advertising. But now advertising is also a part of greater PR Activities. An example of good public relations would be generating an article featuring a client, rather than

paying for the client to be advertised next to the article. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favourable view about the organisation, its leadership, products, or political decisions. Public relations professionals typically work for PR and marketing firms, businesses and companies, government, and public officials as PIOs and nongovernmental organisations, and non profit organisations. Jobs central to public relations include account coordinator, account executive, account supervisor, and media relations manager.

Public relations specialists establish and maintain relationships with an organisation's target audience, the media, relevant trade media, and other opinion leaders. Common responsibilities include designing communications campaigns, writing news releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organisation's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management. Success in the field of public relations requires a deep understanding of the interests and concerns of each of the company's many stakeholders. The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity.

Public image makes up 63% of the value of most companies today. When there's a mishap or when the company's reputation breaks down, it affects company's entire corporate existence and its affiliates. It takes around 4 to 7 years to overcome a negative reputation. Hence it has become important for a company to invest in good public relations strategies to maintain a beneficial relationship with the public.

5.1.1. History Public relations is not a phenomenon of the 20th century, but rather has historical roots. Most textbooks consider the establishment of the Publicity Bureau in 1900 to be the founding of the public relations profession. However, academics have found early forms of public influence and communications management in ancient civilisations, during the settling of the New World and during the movement to abolish slavery in England. Basil Clark is considered the founder of public relations in the MODULEed Kingdom for his establishment of Editorial Services in 1924.

Propaganda was used by the MODULEed States, the MODULEed Kingdom, Germany, and others to rally for domestic support and demonise enemies during the World Wars, which led to more sophisticated commercial publicity efforts as public relations talent entered the private sector. Most historians believe public relations became established first in the US by Ivy Lee or Edward Bernays, then spread internationally. Many American companies with PR departments spread the practice to Europe when they created European subsidiaries as a result of the Marshall plan.

The second half of the 1900s is considered the professional development building era of public relations. Trade associations, PR news magazines, international PR agencies, and academic principles for the profession were established. In the early 2000s, press release services began offering social media press releases. The Cluetrain Manifesto, which predicted the effect of social media in 1999, was controversial in its time, but by 2006, the effect of social media and new internet technologies became broadly accepted.

5.1.2. What Is Public Relations?

Public relations is a strategic communication process companies, individuals, and organisations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialised communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

5.1.3. Definition:

We can define public relations as follows:

(a) This is a company's effort to understand the public (both within the company and outside) and make it understood for the sake of its enlightened self-interest.

(b) It is an organised effort of a company to build a good image for itself among those who count, i.e. those on whom it depends for survival and growth. –

(c) Public relations means the way a company relates with its publics, both within and without, to generate goodwill for it in pursuit of its business goals and other ideals.

(d) Public relations signify the smile which a company wears. Through PR, a company tries to present its human face, make it approachable and likeable. As such, public relations have to cover a range of activities – from singing praises of the company to giving outright donations for public causes.

In between, there are mass awareness campaigns, publication of an internal circulation magazine (house journal), organising consumer/dealer get-together, sponsoring prizes and scholarships, conducting surveys, analysing feedback, keeping track of news headlines about it, responding to news appropriately, meeting individual clients, etc. to solve their grievances. Public relations include both inward and outward communication. They cover not only a transmission of messages but also conduct of activities.

5.1.4. Objective of Public Relations

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

1. Creating awareness about the company, its goals, products and services where this counts.

2. Sustaining the awareness

Sustaining the awareness as an ongoing process, keeping in mind what the competitors are doing, and knowing that public memory is short.

3. Striving to be accepted by the various publics.

Special efforts are required to be accepted by employees. A foreign company has its own requirements for being accepted on this soil.

4. Creating a bond of trust.

In times of rumours, misinformation, etc., a company has to establish the truth. In normal times, too, a company has to promote its reliability. Just consider the frequent use of words like believe, trust, reliable, safe, 100%, etc. in building a company image.

5. Getting cooperation from various quarters.

A company has many publics on whom it has to depend. Government organisations, providers of various services etc. have to be wooed in such a way that they willingly help the company.

6. Earning recognition.

It is not enough to perform feats but it is necessary to get these noticed and talked about. Through winning awards, certifications etc. and getting these read and seen, a company gets recognition. Having so-and-so as a client or collaborator may itself be a recognition. This has to be publicised.

5.2. Functions of Public Relations

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. They rather promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third party validation and hence isn't viewed with scepticism by the public.

The functions of public relations manager and public relations agencies include:

- Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
- Drafting strategies to support brand's every campaign and new move through editorial content.

- Writing and distributing press releases.
- Speech writing.
- Planning and executing special public outreach and media relations events.
- Writing content for the web (internal and external websites).
- Developing a crisis public relations strategy.
- Handling the social media presence of the brand and responding to public reviews on social media websites.
- Counselling the employees of the organisation with regard to policies, course of action, organisations' responsibility and their responsibility.
- Dealing with government and legislative agencies on behalf of the organisation.
- Dealing with public groups and other organisations with regard to social and other policies of the organisation and legislations of the government.
- Handling investor relations.

5.3.The Publics in Public Relations

The public is any group whose members have a common interest or common values in a particular subject, such as political party. Those members would then be considered stakeholders, which are people who have a stake or an interest in an organisation or issue that potentially involves the organisation or group they're interested in. The Publics in Public Relations are:

Traditional Publics: Groups with which the individual has an ongoing and long term relationship with, this may include; Employees, Media, Governments, Investors, and Customers

Non-Traditional Publics: Groups that are typically unfamiliar with the organisation and the individual has not had a relationship with but may become traditional publics due to changes in the organisation, in society or if a group changing event occurs.

Latent Publics: A group whose values have come into contact with the values of the organisation but whose members haven't yet realised it; the members of that public are not yet aware of the relationship.

Aware Publics: A group of members who are aware of the existence of a commonality of values or interests with your organisation, but have not organised or attempted to respond to that commonality.

Intervening Publics: Any public that helps an individual send a message to another public, could be the media or someone with stature.

Primary Publics: If a public can directly affect an organisation's pursuit of its values-driven goals. This publics would include media, employees, government, shareholder, financial institutions, and the immediate commMODULEy.

Secondary Publics: Have high interest in the company such as the primary publics but will not be directly affected by decisions of the organisation.

Internal Publics: People within an organisation

External Publics: People outside of an organisation

Domestic Publics: Those within the country

International Publics: Those outside of the country and when communicating with this publics individuals must be wary of that areas culture, beliefs, values, ethic, and other valuable cultural difference as to not offend anyone.

5.3.1. Types of public relations

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

Media Relations: Establishing a good relationship with the media organisations and acting as their content source.

Investor Relations: Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.

Government Relations: Representing the brand to the government with regard to fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.

CommMODULEy Relations: Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.

Internal Relations: Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility. Cooperating with them during special product launches and events.

Customer Relations: Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.

Marketing Communications: Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image, and positioning.

5.3.2. Internal Public Relations:

It is curious that when we say a company sometimes we mean all its employees and sometimes only the top management or owners. For the top management, the rank and file is a public, to be entertained and befriended as a category.

Internal PR is maintained by means of:

1. Counselling and dialogue:

Employees may have to be advised suitably to get adjusted to their jobs.

2. Self-expression forums:

Employees should have access to higher management to convey their problems and useful ideas. The employees may express themselves through suggestion schemes.

These contribute a fund of ideas based on actual working conditions. However, it is necessary not to promise that the suggestions would all be translated into schemes. At the same time, good ideas need to be rewarded. If a company conducts its own slogan contest, it may give a prize to the winning slogan and save on publicity expenditure.

3. Publications:

As seen earlier in this section, house journals help to create a family feeling in an organisation. If a house journal is supplemented by get-togethers (of employees within a town) and camps (of employees from different towns), a bond of cordiality is created. The publication can serve as a base for such get-togethers and camps.

4. Free films, entertainment shows, and educative lectures:

Even in the days of overexposure to films through TV, rare and attractive films can be screened specially for employees. Similarly, magic shows, hypnotism shows, gymnastics show, etc. can be arranged for them. Educative lectures, yoga and meditation camps and celebration of special days (e.g. Hindi Day), poetry meets, etc. are some more means of solidifying employee bonds.

5. Felicitations:

Employees and their family members can be felicitated for their achievements – merit ranks, scholarships, adventure feats, etc.

6. Inviting family members by creating occasions:

A campaign like a tree plantation drive can be used to create a good image in the outside world and an occasion for employees' family members to meet in informal surroundings. Family members may also be invited for national days like the Independence Day and the Republic Day.

5.3.3. External PR:

This is a wider area, with many interest groups:

1. Customers:

They constitute the biggest public for a company. They can be wooed by having a grievance cell, enquiry booth, “disinterested” educational campaigns (e.g. “night brushing is vital” – message from a toothpaste company), display of posters and pamphlets explaining schemes,

creating convenience for weaker age groups and weaker sections, etc. Courtesy and promptness are time-honoured PR devices that function through every representative of the company.

2. Financiers:

The company's shareholders, bankers, depositors, etc. like to know about the financial status of the company. By issuing prompt, truthful, and self-explanatory and reader-friendly financial publications and reaching them into the hands of the financial partners, a company can earn their goodwill.

3. General public:

There is a vast group of people who are not actual consumers of the company but may be potential consumers. For an airline, there are many who have no plans to fly in the near future but who still view with interest the coming into existence of a new company in this line, its standard of service, etc. Their general discussions help to create a climate of opinion. Thus an overall good image needs to be projected at all times. A company can stay in the memory of the general public by doing society-useful jobs, e.g. cleanliness campaigns, eco-friendly activities, help in disaster management, etc.

4. Institutions:

They include government departments, corporations and public bodies. They are power centres with much capacity to do or undo. To stay good in their eyes, a company needs to do that which appeals to an enlightened group. It needs to project an image as a law-friendly company. A clean administration and standards of probity in the product help to woo institutions.

5.4. Feedback in PR:

To know what the public is thinking of the company in general and on specific points in particular is necessary for its image-building. This becomes especially necessary when sales decline despite heavy publicity campaigns. Publicity is a heady wine and likely to induce pride and self-complacency.

Excessive publicity sometimes produces a reverse reaction – sympathy for the underdog. People sometimes don't want to go where everybody goes. And yet monolithic reputations (one company outshining all others) are possible. They are achieved by staying close to the ground.

A company can stay in touch with the public at large by getting constant feedback from its publics. This is done through surveys and questionnaires, as also through "casual" talk and by listening to casual remarks. Some film-makers arrange for a pre-release show and watch the facial expressions of the spectators as they leave the theatre. Good face-readers and listeners are an asset to a feedback campaign.

Just as a company uses celebrity endorsements (support of famous persons) as a tool of advertisements, it does well to listen to disinterested intellectuals who may not be celebrities. Because of their superior intellect and dispassion, they can mouth an opinion that may be of lasting value. At the same time, an ignored warning from this precious minority can be a sign of decline of a company. Publishers get their books read by such disinterested intellectuals for a frank and balanced opinion.

5.5.PR and Media:

Media planning is truly a specialist job today. From hoardings at busy suburban railway stations like CST or Church gate, daily seen by lakhs of commuters, to internet – deep inside the computer tube, there are too many media today. But audio-visual media maintain their primacy.

The tools of public relations are:

1. TV:

Here your skill in PR is seen in the programmes your sponsor and in the decorum of your presentations. The TV announcer's voice is often more effective to drive home your slogan than the paid artist or the celebrity

2. Print media – newspapers and magazines:

While ads do their work, good PR lies in contributing useful scholarly articles to appropriate magazines and newspapers. An article on motivation or on economy by a company's chairman would do much to enhance its image. Then there are interviews, panel discussions, etc. in which top executives can take part.

3. Films:

Films about a company's working and its unusual activity (e.g. oil exploration, disease control) can be used for fostering public relations. These films can be shown at customers' meets, exhibitions, press meets, in-house get-togethers, etc.

4. Literature:

Brochures, information booklets, leaflets etc. are specially devised literature for image-building. They can be coupled with calendars, lists of holidays, useful telephone numbers, etc.

5. Direct mail:

Some banks send birthday greetings to their customers. Similarly, season's greetings, sympathy cards, invitations etc. can be used as a bridge to reach a company's established as well as new clients.-

6. Internet:

Internet is an ever-expanding medium with unexplored possibilities. It is also a very effective tool for reaching special interest groups who would be visiting certain sites or using certain features of internet (like email).

7. Radio:

The Radio, an audio device, has certain advantages over the TV. It can play in the background without involving the eye. Its importance needs to be properly rated, since it is a highly under rated medium in today's India. Executives have an extra opportunity of reaching rural audiences by giving radio talks in regional languages. Agricultural products can be popularised by effective use of the radio.

8. Oral communication and stage manners:

This is not the least device of public relations. Customers see employees' dresses and manners with some attention. Consider a savings account clerk in a bank. Customers have to stand and wait in front of him/her. They get ample time to watch the functionaries. All personnel who have to deal with the public need to be trained groomed and counselled from the PR angle.

In conferences, press meets and public appearances, executives are judged by their courtesy, stage manners and gift of the gab. A systematic development of personality is needed. Also, sometimes a subject expert may not be a good speaker or a presentable person. What a mistake it is in such cases to project him as the company's spokesperson! It is better to impart the expertise to a proficient communicator and use him for presentations.

5.6. IMAGE BUILDING IN PR

Today we use the term "image" to convey what a person or an organisation appears to be, which is sometimes very different from who/what they actually are in private.

Some personal or corporate images seem to be "more real," or to be a more honest reflection of the subject's "actual personality." This may be because such people/organizations are without artifice and feel comfortable being themselves in public, or it may be because they became public unexpectedly or by accident and had no time to prepare a different sort of image. Other images are obviously public personalities that are very consciously and carefully projected.

Image is the perception that people carry towards an individual, a service, an organisation or brand. Image is a good term to use as it may or may not be true and equal to the reality. But that's what appears to people and they perceive. It's an important aspect that helps achieve goals. Organisations do get an edge over others if they are founded well keeping in mind the long term vision. Favourable image takes you distance and takes a long time to build. The image of an organisation can be summarised under many categories ranging from young, friendly, speedy, honest to corruptive, in-efficient, suspicious and anti-social.

Brand may like to project a certain preferred image while the present image may or may not fall in line with its expectations. The 'Mission Statement' of the brand helps identify the image to be projected and the role of public relations is to narrow it down and bring in sync with the desired positioning as well. For instance a banking or financial institution may want to be known for its integrity, honesty and efficiency in asset management but may like to project a 'speedy' or 'friendly' or 'socially responsible' image. For new brands, public relations can be an important tool for building an industry presence and for established businesses, the practice can help to further their reach and reformulate the aims and targets of a new product or service.

When done successfully, good PR can help a company generate earned media placements that assist in constructing brand identity and industry equity. Importantly, this can and should increase industry presence and sales. Followers, customers and potential investors want to hear a good story, and the better the story, the better the chance it will be published. Public relations is an effective way to build a brand, communicate with a target market and attract further investment. When properly executed, PR can reap large dividends. Some companies choose to take this on in-house, while others hire a public relations agency.

People trust established brands and public relations can help to generate brand identity and customer recognition. The development of brand identity should focus on the key characteristics and unique selling points of your company. It should seek to identify these three important questions: What is the product or service you are providing? What is the difference it makes? Why should the customer be interested? If these questions are cleared, then a company is successful in building its brand and image. Responses to these questions should shape your public relations strategy, help define a profile of your target audience and determine the key media outlets you should contact as part of your plan. This approach will also help to develop the values of your brand and the positioning of your product or service in your industry.

Build Consumer Interest

Public relations can play a key role in a strategy that generates consumer interest. It raises awareness and, when executed correctly, the strategy can drive consumers to a sale. Particularly for new and emerging brands, a public relations campaign helps to set the narrative, creates brand buzz and assists with creating a brand following.

Brands can do this by sourcing and cultivating relationships with journalists to obtain earned media placements, while also using social media and digital marketing channels to contact customers directly. B2B and B2C brands should look at producing content that presents their leaders as respected thought leaders in their industry. Use a column on the company's blog, executive bylines in industry trade journals or video blogging on social media to keep consumers up to date with the latest company news, products and trends.

Grow Consumer Trust

Good PR can help to create and develop valuable consumer relationships. Consumers typically do business with brands they trust, and personalised PR is just one technique to capture the attention of a potential customer. Seeing a brand mentioned in a positive story in the media or recommended by a respected reporter or expert can be a priceless piece of PR. This can help build brand recognition, credibility and trusted consumer relationships, resulting in repeat sales and brand equity.

B2B and B2C companies should commit to presenting excellence in everything they create as part of their communications strategy -- spotlighting the difference they are making, how their work is transforming the lives of their current customers and how they can do the same for new customers.

Drive Greater Valuations

Public relations can help play a role in driving greater valuations with investors. Looking for a return on investment, investors want to place their money in brands that are credible and expansive and have a positive image. For brands, it is vital that they constantly engage with the interested party, demonstrating the core values of their company and projections for future performance. Positive press mentions and exposure is a key factor in determining brand image. The ability to demonstrate a strong track record, industry interest, popular product placement and respect from consumers can play a vital role in determining valuation at both the investment and sale stages.

Generate Investor Interest

Many angel investors and capital firms look for organic media coverage as part of their commitment to give capital, making it an important tool for brands to have in their reputation bank. B2B and B2C companies can create this press by working with industry journalists to place stories in prominent and respected publications -- providing investors with a portfolio of company-specific updates. This drive for PR demonstrates a brand's capability to invest in its personal and professional image, an understanding of the market and a commitment to long-term growth. To investors, these are all clear indicators of a company that's on the right track.

Is public relations the only way to achieve these important cornerstones of running a successful business? Absolutely not. Can it play a role? Yes. And the investment in an in-house team or the choice to partner with a great agency should help you on your path to reaching these brand achievements.

Image-making is sometimes seen as a negative activity.

The simple fact that someone's image and public appearance can be consciously constructed, projected, and manipulated is very discomfoting and troubling for some people. They consider it improper and unethical behaviour, and have used it as the basis for many of the most damning and recurring criticisms of public relations. Among other things, they assert that public relations is all window-dressing, that it lack meaningful substance, that it deals

only with images and not with reality, that it relies on deception and misrepresentation, and that it is inherently fraudulent and manipulative.

Such critics claim public relations' images create facades for people and organisations that are no more real than the false-front sets movie makers use to re-create New York City or the Old West on Hollywood sound stages. And, just as movie makers want, and expect, audiences to perceive their sets as reality and to believe they're seeing Tombstone or Singapore or the command deck of a starship, public relations practitioners want their audiences to believe the images presented to them are real. But, the critics argue, images are never real. They're artificial, not natural, and because they're artificial, they're false by definition. So, these critics conclude, images and the public relations practitioners who use them are inherently deceptive and misleading rather than helpful and informative.

As much as we might want to defend public relations, we have to admit that the critics are right about some images, some practitioners, and some public relations activities. There have, in fact, been and probably will be more fraudulent, immoral, unethical, and even illegal uses of images by some public relations practitioners. But, they're the aberrations. A few instances of misbehaviour do not mean that all images, all image-making, or all public relations activities are inappropriate.

Originally, the degree of correspondence between an image and its underlying reality was the primary factor in distinguishing a good image from a bad image. Plato, for instance, compared an image to a shadow cast on the wall, and Walter Lippmann in *Public Opinion* said images were "pictures in our heads." Both believed that the more closely and more accurately an image portrayed external reality, the better and more meaningful it was.

These are the six ways to use public relation for brand building are as follows:

Use data.

Yes, "big data" is a buzzword that's overused in our business, but what some companies don't realise is that even small amounts of data can be useful for a PR outreach to media and influencers like analysts. An e-commerce client of ours recently noticed that millennials represent their largest and fastest-growing customer segment. That simple fact, backed by the right data and company history, qualifies them to build content and create speaking platforms around what they've learned about marketing to millennials. It's one of several differentiators we can use to help them stand out.

Tell stories.

Storytelling is another overused term, but at its core, it means packaging information into meaningful and entertaining narratives to forge stronger emotional bonds with customers. And the best stories aren't just splashy entrepreneurial chronicles, like Steve Jobs' life or Richard Branson's latest exploits. The most persuasive might be closer to home; they can be customer testimonials, company happenings, or employee exploits.

Look inside.

Employees, in fact, can be both a rich source of stories and a powerful channel through which to tell them. One of our clients is a company that has landed on a few “Best Places To Work” lists, but they wanted to gain more visibility for their commitment to workplace wellness. When we placed a local newspaper story about an employee who lost 50 pounds and regained her health with the help of the fitness and wellness resources available to her at work, it added depth and credibility to the client’s reputation. Who wouldn’t want to work there?

Third-party endorsement.

To be strong, a brand promise must be credible. The essence of good PR is having someone else talk about your brand rather than the company itself. The third-party endorsement – either implied or explicit – is often very effective, sometimes more so than paid media. It helps when the publicity results include “proof points” that reinforce a brand proposition or identity. A customer testimonial is an obvious example, but third-party endorsement can also come with content sharing and social media commMODULEy-building.

Executive leadership.

Staking out a position on a topical or important issue and offering insights or ideas can yield far-reaching brand benefits. When Starbucks’ Howard Schultz weighs in on marriage equality, or Sheryl Sandberg urges us to “lean in,” it’s more powerful than a corporate reputation campaign. It’s an example of thought leadership around a key issue relevant to many customers that has nothing to do with coffee or social networking. Yet, I’d argue that it has a strong impact on the brands attached.

Education.

“Education” can mean campaigns that look to change behaviour for reasons of public interest, like anti-smoking programs or the wireless industry’s it can wait campaign against texting and driving. Sometimes some clients embraced a campaign around financial wellness. It sponsors a series of Financial Learning Seminars, underwrites research about the cost of financial stress in the workplace; and raises funds for financial wellness causes.

5.7. MEDIA AND PUBLIC RELATION

Media is the biggest medium through which information flows is known as the Fourth Estate for a reason. Along with the executive, legislature, and judiciary, they wield so much power because of their influence and impact in the society. Power that evidently unsettles certain quarters.

There is a long-held view in PR practice that information published or broadcast in news media takes on an added value because it has been approved by an independent third party gatekeeper and conveyed by an independent, supposedly unbiased news medium.

There is the assumption that organisations are biased and guided by a self-interested perspective it wishes to advance.

Coverage by an independent media has greater credibility because there is the possibility that it is fact-based, has been vetted and screened, and that it has not been paid for, which allows for balance and other voices in the story.

Having public relations and media relations divisions, or at least a representative for each one, is essential for every business. In order to maintain the distinction between the two, we will consider the importance of public relations and media relations separately.

Every company needs a public relations department, or they must at least outsource this work to a PR consultant or agency. It is an essential part of maintaining and enhancing the organisation and brand's image in the public eye, and sending a message to general public, customers and investors that you care. This kind of positive approach will help improve trust and that adds directly to your bottom line. So what are the key PR tasks you need to focus on, and how are they important for you?

Image Strategy in Public

The public relation strategists will cooperate with the high level executives of an organisation to design the outline of how it's going to craft a positive image and how the company wants to be perceived. This focusses on the right message and then decides on the outline of a campaign to circulate the message.

Event Marketing

Public relation executives frequently arrange events to increase a company's profile. They lend their name and brand to an event that highlights the philosophy, brand and products or services of the organisation. For instance, think of a hospital organising a health day outreach, or a corporation's special Olympics event sponsorship.

Media Relations

Interacting with the media is the main function of your relations department. They can arrange interviews with important individuals in the company, field questions from reporters, and write press releases to make the media aware of company announcements and achievements.

5.7.1. Role of Social Media

Social Media plays a major role in building an organisation's image. Managing a Facebook page, Twitter page, LinkedIn page, you tube channel, etc. are necessary methods to connect with possible stakeholders or new customers. Early warning of any emerging problems or trends on the internet about the company also helps PR professionals monitor and respond to public comments.

Managing Emergencies

When a disastrous event ruins a company's public image, such as when a food company faces a contamination event or an oil company has to deal with a high profile spill, public relations

will decide how the company will communicate to deal with the problem, how the company will rectify the damage to its image and regain control of its message.

Media relations is a vital part of public relations. Many organisations misinterpret the differences between marketing, direct advertising and media relations. The ultimate aim is to get free media coverage without spending money directly through advertising.

Media Relations Functions

Pitching and placing stories is the traditional role of media relations. Building relationships is the most critical part of media relations. The idea is to fulfil reporters' information requests as a company spokesperson and become a trusted resource for reporters.

Execution of Media Relations

Read and digest all new and traditional media coverage of your company. Include local media, online outlets and bloggers as RSS feed is important for online publishing. Research the outlets that cover and that you want to cover your organisation. Find out what kind of stories they like to run and after proper research, filter appropriate stories for specific outlets. Use internet resources to track stories, writers and issues through online tracking services like Google Alert, Facebook, Lexus-Nexus, Dow Jones, Topsy, Addict-O-Matic and more.

Understand journalists' needs, know what they write about and know to respect their deadlines but never waste their time. Write individual pitches to target specific bloggers or reporters. Communicate with management by compiling and distributing weekly and daily 'e-clipping reports'. Develop Media Relations plans that support organisational objectives and talk about publicity opportunities. Ideally, a good balance between public relations and media relations is a good strategy to achieve a company's goals.

In the current market scenario, both media and public relations (PR) have been found to be closely intertwined. But, it doesn't mean that the role of media in public relations is static in any way.

As we move further to examine the changing relationship between media and public relations, it was found that technology played a major role in effecting PR with passage of time.

With the way digital media is pushing the limits of traditional media such as newspaper, many feel that print media may become obsolete and greatly affect the relationship between media and PR. There are others who claim that although online media has been successful in revolutionising public relations domain, but the traditional media skills can't be avoided completely.

Understanding the power of media relations, the skills required for efficient media relations are nearly the same as the one needed for powerful PR. The basic aim is to communicate a message.

In fact, the most important changes have taken place as the Internet and social media such as Facebook, Twitter and blogs have brought considerable changes in the relationship between the public and those communicating with them. The process, that usually used to go one way, has now adopted a two-way approach and follows a conversation style.

As PR can't survive without media, in turn media is dependent on PR to provide content either to fill column space or air time. So, are you still wondering how a company can integrate media with public relations? Instead of just endlessly waiting for the media outlets to write their story, companies are instead choosing the social media to share those stories. Here we have listed out varied social media promotion techniques.

Social sharing with press releases

When developing a press release, you should try to extend the message through social sharing. These days, journalists focus on social media platforms such as Twitter, Facebook to research for stories.

Social campaigns focussing on client case studies

Many PR companies develop client case studies to highlight the success rates and bring credibility to the platform. Most people do not like to spend time to read long write-ups. You can share the essential facts from the customer's success story and highlight them across the social media.

So, the next time when you are collecting client testimonials and developing case studies, do interviews of clients' on-camera. Then, these interviews can be shared on Youtube.

Share stories on LinkedIn

LinkedIn is considered as the leading social networking platform, hence a good place to start. Since it now provides a publishing platform, content can be shared quickly and the best part it is reaching to the right audience.

Expert opinions on real time

As domain specific stories offer the social media with ample of opportunities to provide viewpoints of experts and create an instant effect on the audiences. But if you wait for a press release to attract audiences on its own, then surely the opportunity will be missed.

Media is the bread and butter of a PR agency therefore it is of utmost importance to PR professionals to maintain good and healthy relations with their media contacts. To get their clients' coverage done, be it in print, online or electronic media, it is the journalists in various media houses that PR executives deal with.

There are various things related to an organisation that need to be informed to the public or sometimes to be curbed down if it has a negative angle attached to it, it is then that a PR firm comes into action. It may be any activity, announcement, inauguration, honour, or any other

event that PR persons need to convey to their client's target audience through media. The sole objective of media relations is to get good and positive coverage for your client without paying anything. It can either be through advertising as well.

It is not that easy for PR professionals to deal with media people as it involves lots of challenges. One of the ways to ensure a positive relationship is to become familiar with the beats they cover and drop in to introduce yourself and your clients with them.

A PR agency maintains a compiled media list consisting up of various newspapers, magazine, electronic, radio and online media. Therefore upon occurrence of any event specific media people can be contacted and press release can be shared with them to get the coverage done.

Media acts as an intermediary between an organisation and its target public that creates awareness for the organisation with an ability to create a positive impact for the chosen audience. In this way organisations build public support as they are able to reach out to their audience.

PR experts contact media for various occasions related to their client:

- Launch of a new product/service
- Initiation of new outlets
- Organisation sponsored events
- Launch of organisation's promotional campaigns/activities
- Recent disasters, strikes or organisational closures
- Awards/accolades for the company
- Company dignitaries/celebrities visits
- Involvement in social activities
- CommMODULEy Engagement

Thus, a PR firm needs to maintain healthy media relations.

5.8. LEGAL ASPECTS OF COMMUNICATION

Ignorance of law is no excuse. We should be aware of all the laws regarding business communication. In business communication words should be chosen carefully. Any careless in selection of words may lead to legal action. When we apply integrity and Golden Rule in our communication we are legally safe. Business organisations are by and large legal entities. They have a legal existence. Every such organisation is working within the ambit of some relevant legal framework.

Be it the company law, the labour law, the civil law, the shops and establishments act or the constitutional law, numerous such laws impact the functioning of a business organisation.

Quite often, the statements and acts of people working in the organisations may carry legal implications. As such, people need to conduct themselves in an informed manner. In the recent years, new enactments such as the Right to Information Act, judgments by the courts of law, initiatives in the area of corporate governance, citizens, charters and voluntary codes

of conduct adopted by business organisations have all resulted in greater transparency and access to books, records, documents and internal communication relating to business organisations. Secrecy of the past has given way to transparency and accessibility. It is quite likely that some internal documents and communication conveying managerial decision or opinion or factual position or subjective assessment may have to be produced in an external, judicial or quasi-judicial forum.

This casts an additional responsibility on people associated with business organisations: that of ensuring that every internal and external communication passes the basic requirement of legal appropriateness.

Any internal document or a recorded communication like a memo, circular, letter, report or an appraisal, minutes of a meeting, speech or address recorded in any form such as printed, typed, and handwritten on paper, telephone conversation, film, compact disc or pen drive or even e-mail message may be called for as evidence or exhibit in a legal case.

Every good business communicator, therefore, should be conscious of the legal liability, if any, which may arise from his or her speech or writing or conversation. When people working in business organisations disregard certain fundamental principles and acts involving legal implications, they may produce legal liability not only for themselves, but also for their organisations. While some awareness of the legal implications of business communication is no doubt essential, it does not, however, mean that every business communicator should necessarily study law or possess a legal background.

What is necessary is a certain responsible behaviour and being aware of what is reasonable and appropriate. Negative or hurtful expressions, overtly subjective comments, terms conveying unintended comments or liability and such other acts with legal implications will have to be avoided.

Over the years, legal terms and expressions have also become an integral part of business communication. Apart from such legal terms, Latin phrases that are commonly used in courts of law are also often used. Some legal terms and phrases that are used in business writing include hereto, whereas, prima facie, ipso facto, de novo, ab initio and to be determined (TBD).

Such legal terms and phrases are appropriate in a legal context. Business organisations often deal with legal documents like legal notices, warranties, agreements, memoranda and guarantees in which legal terms have to be used. In their absence, it may not be possible to convey the message with the same force and intensity at the same time, where there is no legal context, such legal terms and phrases are best avoided. Not everybody understands such legal expressions. Moreover, legal terms tend to make the writing dull and formal. As stated earlier, legal writing has made inroads into business writing. Business organisations that form a part of banking, insurance, leasing, mutual funds and real estate have to deal with legal documents and have to use legal phrases in their writing. Depending upon their requirements, such organisations create their own legal departments and specialised legal staff. All

documents that have substantial legal implications are prepared or vetted by such qualified persons.

There are some areas of caution in which communicator should be very careful to avoid any legal risk.

1. Defamation.
2. Invasion of privacy.
3. Fraud.
4. Other areas of caution.

1. Defamation

Defamation is the act of harming the reputation of a person by making a false statement without consent and privilege. Defamation is the result of following:

- a) Slander.
- b) Libel.
- c) Publication.
- d) Privilege.

Slander: Oral defamation is slander.

Libel: Written defamation is libel.

Publication: The defamatory matter communicated to third person either intentionally or unintentionally is publication. For instance, if you tell a person privately that you consider him incompetent you are legally safe because only he has heard you. But if this statement is communicated in front of third person who is not privileged you may be subject to legal action.

Privilege: It is a legal right to communicate defamatory information in certain situation. The privilege has to kinds.

- a. *Absolute privilege.*
- b. *Conditional privilege.*

Absolute privilege: It is a particular right which enjoys by a person on his rank, position or nature. It is limited to the following areas.

- a. Judicial proceedings.
- b. Legislative proceedings.
- c. The act of government officials.

Conditional privilege: Communication in good faith is not subject to legal action. Thus defamatory statements made in ordinary business activity are qualified privilege. For example, a person who replies an enquiry about the credit record of a customer is responsible to send accurate information. He must avoid intentional deceit. If he intentionally or negligently misleads the recipient (the person who seeks material about another person), he may be subject to legal action.

Defamatory terms: The following words should be avoided or used with caution when referring to a person or an organisation. They are incomplete list but are enough to clear your concept. They have been judged libellous.

2.Invasion of privacy

The intrusion to the personal life of an individual without consent and privilege is invasion of privacy. The Invasion of privacy has two aspects.

- a. Use of a person's identity.
- b. Physical surveillance of records, reports and letters.

Use of a person's identity: It is that invasion of privacy in which person's name, photograph or other identity is used without permission. If you want to use other person's photograph or other identity for your advertisement or sales letters then you first get permission from him and make it clear that how the picture or identity will be used.

Physical surveillance of records, reports and letters: The privacy may also be violated by unauthorised examination of record, reports and letters.

3.Fraud

Fraud is an intentional misrepresentation of fact to persuade other party to enter into a contract. Both the seller and the buyer should be aware of the elements of fraud so that they can avoid fraudulent. The elements of fraud are given below.

- a. False representation of fact.
- b. Intend to deceive other party.
- c. Knowledge of false statement.
- d. Reasonable reliance by aggrieved party.
- e. Resulting loss to aggrieved party.

4.Other area of Caution

- a. Republishing of copyright material without the consent of copyright owner may cause a person liable to legal action.
- b. Be honest and fair in business transactions.

- c. Consult your attorney for complicated situation that may involve legal risks.
- d. You should be aware of your legal responsibilities in other areas of caution.

Communication Constraints

Constraints are limits for documents set by the company or industry. As you gather the information that will form the basis for the way you craft your communication, you should also learn about any expectations, regulations, or other factors that may constrain what you can say and how you can say it. In the working world, expectations and regulations can affect any aspect of a communication. Aspects that affect communication are as follows:

- Tone of voice
- Use of abbreviations
- Tables
- Margins
- Length of document (as a maximum)

It is important to find out about these constraints and take them into account as you create your communication. Some of these constraints come directly from the employer. Your employer and your readers probably have expectations about the way you write a professional document. There are often, Person Signing Document unspoken expectations about how the required elements will be prepared. You are cultivating a company's desire for a particular corporate image, to protect its legal interests, and to preserve its competitive edge. A toy company like LEGO, would not want to be associated with a technical document that includes slang or words that could damage their reputation. They are legally protecting their business. Since all documents can be used against individuals and companies in court, all written documents with the company name should include only professional content that properly represents the company.

Other times, constraints are set by government regulations that determine how certain reports need to be written. Regulations are laws made by the government that affect what is in a document or how a document is written. Writing constraints can originate from outside the company. For example, from government regulations that specify how patent applications, environmental impact report, and many other types of documents are to be prepared. Similarly, scientific, technical, or other professional journals have strict rules about many aspects of the articles they publish. These regulations act as standards for crafting your communication effectively.

5.9. MASS MEDIA IN COMMUNICATION

Mass media is communication whether written, broadcast, or spoken that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. The current level of media saturation has not always existed.

In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

Media act as watchdog to protect public interest against malpractice and create public awareness.

The role of media and communication in improving the use of drugs and other technologies. Policy makers, health care providers, and the general public need valid information about the benefits and harmful effects of drugs and technologies to be able to make rational choices in their acquisition, distribution, and use.

The word was first used in respect of books and newspapers i.e. print media and with the advent of technology, media now encompasses television, movies, radio and internet. ... Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

5.9.1.Types of Mass media

Media simply refers to a vehicle or means of message delivery system to carry an ad message to a targeted audience. Media like TV, Radio, Print, Outdoor and Internet are instruments to convey an advertising message to the public. The main task of media planners is to select the most appropriate media channels that can effectively communicate the advertising message to a targeted audience. Hence, it is essential for media planners to:

- Keep up with latest media trends
- Keep up with New technological developments
- Determine long and short term effects of different media
- Analyse Strengths and Weaknesses of different media
- Factors determining Media selection
 - ✓ Nature of product
 - ✓ Market requirements
 - ✓ Advertising objectives
 - ✓ Distribution strategy
 - ✓ Nature of message and appeal
 - ✓ Advertising Budget
 - ✓ Competitors choices
 - ✓ Media availability
 - ✓ Penetration
 - ✓ Size and Nature of business
 - ✓ Types of Media / Media Classification

Media can be classified into four types:

1. Print Media (Newspapers, Magazines)
2. Broadcast Media (TV, Radio)
3. Outdoor or Out of Home (OOH) Media
4. Internet

1.Print Media

(i) Newspaper

Newspaper is a major source of information for a large number of readers. It may be National or local, daily or weekly newspaper. Newspapers allow presentation of detailed messages which can be read at reader's conveyance.

- It allows prompt delivery of detailed coverage of news and other information with interesting features for readers.
- It is a high involvement media as readers are required to devote some effort in reading the message.
- It is available to masses at a very low cost.

Classification of Newspapers

National Newspapers

Daily newspapers (Local/Regional)

Special Audience newspapers

Advantages

- Flexibility
- Geographic and language selectivity
- Widespread coverage
- Offers penetration
- Reader involvement
- Cheap media with high frequency
- High repetitive value and quick response

Disadvantages

- Poor Presentation and Quality
- Short life span
- Limited selectivity with regard to lifestyles
- Hard to reach illiterate and poor people

(ii)Magazines

A Magazine is a specialised advertising media that serves educational, informational, entertainment and other specialised needs of consumers, businesses, and industries. A

Magazine allows presentation of a detailed ad message along with photos, illustrations, colours etc. It is a high involvement media as readers pay a premium price for it and magazines are not dumped after reading.

Magazines can be classified into Local/Regional/National or Weekly/Monthly/Quarterly Magazines.

Advantages

- Long Life
- Better reproduction
- Highly selective, avoids waste of circulation
- Can create image, prestige or reputation
- Reader involvement
- Allows services like 'split runs'
- Can reach specialised groups

Disadvantages

- High cost
- Limited reach and frequency
- Long response time
- Low flexibility
- May face competition

2. Broadcast Media

(i) Television Advertising

TV is a principal source of information and entertainment for people exposed to mass media.

It is believed to be the most authoritative, influential, exciting medium for reaching very large audience.

- It combines visual images, sound, motion and colour to achieve viewer's empathy.
- It allows development of creative and imaginative ad messages in a unique way.
- It is considered intrusive in nature as the audience have no control over the nature and pace of advertisements.

Advantages

- Powerful audio-visual media
- Wide coverage with effective cost
- Attention – intrusive in nature
- High selectivity and flexibility

Disadvantages

- High cost

- Short lived message
- Limited attention by viewers
- Zapping – changing channels
- Zipping – fast-forwarding commercial to avoid commercials
- Intrusive in nature

(ii) Radio

Radio is a premier mass medium for users and advertisers. It has a wide spread reach.

It delivers the ad message to a large number of people across the length and breadth of a country. Commercial broadcasting is undertaken in major cities even rural areas. Radio time in India is usually sold in slots of 7, 10, 15, 20 or 30 seconds. It is one of the most personal medium and offers selectivity, cost efficiency and flexibility advantages over other media.

Efficiency of a radio ad depends upon the precision of script, accompanying sounds and level of distortion

According to Rebecca Piirto: “In some ways radio listeners act more like magazine subscribers than television viewers. They tend to listen habitually, at predictable times, to stations with narrowly targeted formats. They are loyal, identifiable and much cheaper to reach than TV audience.”

Advantages

- Wide coverage
- Helps to reach lower income people, illiterate people
- Mental imagery – encourages audience to use imagination
- Offers high selectivity
- Cost efficient
- Flexible

Disadvantages

- Lack of visual elements
- Short lived message
- Audience fragmentation
- Limited research data
- Clutter – Too many ad messages

3. Support Media

(i) Outdoor advertising

- It is usually used as a supportive medium by advertisers.
- It includes bill boards, boarding, neon signs posters etc.

- It can generate considerable reach and frequency level at low cost.
- Useful when introducing a new product.
- Helps to remind the customers.
- Helps to generate sales at point of purchase/point of sale.

Advantages

- Point of Place (POP) Advantage
- Geographic flexibility
- Continuity
- Efficient and cheap
- Flexible and Creative impact

Disadvantages

- Limited message
- Wastage in terms of coverage
- Limited effectiveness
- Message fades due to over exposure over time
- Public criticism

(ii) Transit Advertising

It Uses billboards, neon signs and electronic messages. It is targeted at users of various modes of transportation. Advertising rates depend on the amount of traffic which passes every day.

Advantages

- Long exposure
- Exposure frequency
- Geographic selectivity
- Low cost

Disadvantages

- Waste coverage
- Creative limitations
- Audience mood
- Image of advertiser – effect is difficult to measure
- Brief message

(iii) Cinema and Video Advertising

Cinema is a popular source of entertainment comprising of audience from all classes and socio-economic groups of society. Films are watched by a significant number of people every day. It involves use of cinema halls and video tapes to deliver the ad message. Commercials

are shown before films and previews carrying ad message. Advertisers may prepare a presentation for projection or 35mm ad films based on a script. Similar to TV, it also combines sight, sound, colour and movement to deliver a creative message. Video rentals include messages by local advertisers. Advertisement can also be displayed by cable operators.

Advantages

- Large exposure
- Audience mood
- Selectivity
- Recall
- Lack of clutter

Disadvantages

- Audience irritate
- Limited reach
- Limited frequency

4.Internet

Internet is a worldwide medium that provides means of exchanging information through a series of interconnected computers.

- It is a rapidly growing medium of advertising.
- It is a future medium which offers limitless advertising opportunities.
- It involves use of World Wide Web to showcase a website or e-commerce portal to the world.

Advertising through internet involves email marketing, social media marketing, online ads and mobile marketing.

- It provides a sophisticated graphic user interface to users.
- It is accessible to anyone with a computer and broadband connection.

Type of Internet Advertisements

Websites – Online Brochure of product/services, Virtual Office

Ad buttons – Icons which provide link to advertiser's website

Ad banners – Creative & Dynamic Display ads

Sponsorship – Companies sponsor bloggers to write about them.

Classified ads – Similar to newspaper ads

E-mail – Electronic mails carrying ad message

Advantages

- Interactive medium
- Global medium
- Generates immediate response
- Provides high selectivity and flexibility
- Gives detailed information (in depth info and reviews)
- Reaches B2B users easily

Disadvantages

- Lack mass media efficiency
- Targeting and research costs are high
- Slow downloads
- Cost of PC is high
- Security is a primary concern
- Not persuasive

5.10. TRP USAGE FOR COVERAGE IN COMMUNICATION MEDIA

TRP rating is just one of the measurement code. The full form being 'Television Ratio Proportion' to the net viewers. It was mainly in use when TAM was the main measurement body. TRP was the most smallest duration measurement, say for a channel 'A' in the time scale 7.00 to 7.05 on a particular day, in one specific market say Delhi, out of 100 Samples (switched on Sets), 10 were watching it, then TRP score was 0.1 (10/100). For longer duration this TRP's used to be cumulated together to give the value quoted as GRP (Gross ratio Proportion). Post the start of BARC, the valuation now is given viewers in thousand '000'. Normally in your course Audience measurement is there, like for Print mainly ABC and Readership Survey and presently in Indian TV BARC is used. Based on these data's the Advertisement Industry also calculates the rates for the commercials.

Television Rating Point (TRP) is a tool provided to judge which programmes are viewed the most. This gives us an index of the choice of the people and also the popularity of a particular channel. For calculation purpose, a device is attached to the TV set in a few thousand viewers houses for judging purpose. These numbers are treated as sample from the overall TV owners in different geographical and demographic sectors. The device is called as People Meter. It records the time and the programme that a viewer watches on a particular day. Then, the average is taken for a 30-day period which gives the viewership status for a particular channel. Rahul S. Kunzarkar, Mumbai.

The Ministry of Information and Broadcasting's BARC (Broadcast Audience Research Council India) gives the TRP rating for each and every channel. To know the TRP rating of a particular channel. TRP as a brand began in 1994 with a select line of trailer-related parts sold exclusively by DAF truck dealers in Europe. ... In years past, the letters T-R-P stood for "truck related products." Today, TRP stands for much more in terms of product breadth and

vehicle application. TRP is the all-makes answer. Who doesn't want to promote their products or services to more people? With this TRP ratings, The advertisers can know what is the most viewed channel in a particular channel. And the advertisers will promote or play their ads in that channel in a particular time or a particular program running time. When a channel has the highest TRP rating, Then a particular channel can demand more money for an ad slot in their channel from the advertisers.

MULTIPLE CHOICE QUESTIONS

1. PR stands for _____
 - a) **Public Relation**
 - b) Public Role
 - c) Public Responsibility
 - d) Public Respect

2. The second half of the _____ is considered the professional development building era of public relations.

- a) **1900s**
 - b) 1800s
 - c) 1700s
 - d) 1600s
3. Public relations means_____
- a) Managing Only public
 - b) **Managing public interest towards company**
 - c) Maintaining infrastructure in company
 - d) Investment outside company
4. _____play very important role in maintaining relation with public to organisation.
- a) Celebrities
 - b) Shareholders
 - c) **Media and Press**
 - d) Investors
5. _____ is possible if good public relation is maintained.
- a) Bribing
 - b) Targeting
 - c) **Brand building**
 - d) Skill development
6. (A) Role of advertisement is high in brand building
(B) Brand building can happen within short time in market
- a) Only A is true
 - b) Only B is true
 - c) Both A and B is true
 - d) **Both A and B is false**
7. A newly launching product have to concentrate more on_____
- a) Brand ambassador
 - b) **Brand building**
 - c) Price
 - d) Complaints
8. _____ application to government is very important step in a successful brand building process.
- a) **Patent**
 - b) Customer
 - c) Manager
 - d) Quality
9. Which of the following is not an example for mass media communication?
- a) Television

- b) Newspaper
 - c) Internet
 - d) **None of these**
10. News papers are one among communication tool in public relation. But It has disadvantage of _____
- a) Flexibility
 - b) **Short life span**
 - c) Reader involvement
 - d) Cheap media
11. _____ is a trending powerful tool in brand building and public relations.
- a) **Social media**
 - b) News paper
 - c) Public speech
 - d) Postage
12. How many types of Mass media are considered in PR?
- a) Ten
 - b) **Four**
 - c) Five
 - d) Two
13. PR includes _____
- a) Marketing
 - b) Brand building
 - c) Customer service
 - d) **All the above**
14. TRP stands for _____
- a) Television Redirect Promo
 - b) **Television Rating Point**
 - c) Trade Rating Percentage
 - d) Temporary Regional Power
15. Public relation needs the support of _____ for its brand marketing.
- a) **Mass media**
 - b) Owners
 - c) Employees
 - d) Investors
16. _____ aspect in communication is to be considered very seriously.
- a) Quality
 - b) Quantity

- c) Trade
 - d) **Legal**
17. One can share the stories of company in _____ which is a very professional way of brand building and public relation.
- a) Instagram
 - b) WhatsApp
 - c) **LinkedIn**
 - d) Face book
18. _____ is an intentional misrepresentation of fact to persuade other party to enter into a contract.
- a) **Fraud**
 - b) Legality
 - c) Theft
 - d) Imitation
19. Support media includes_____
- a) Transit advertising
 - b) Outdoor advertising
 - c) Cinema video advertising
 - d) **All the above**
20. There are some areas of caution in which communicator should be very careful to avoid any legal risk in communication. They are_____
- a) Invasion of privacy
 - b) Defamation
 - c) Fraud
 - d) **All the above**
21. Mass media depends on the _____ coverage for its growth in public reaching.
- a) TPP
 - b) **TRP**
 - c) TTT
 - d) TTP
22. Objectives of PR does not include_____
- a) **Heavy domination**
 - b) Seeking attention of viewers
 - c) Customer reach ability
 - d) High viewers
23. _____ is a worldwide medium that provides means of exchanging information through a series of interconnected computers.

- a) **Internet**
- b) Newspapers
- c) Television
- d) Magazines

24. (A) “An effective PR is possible only if brand loyalty is maintained”

(B) “brand building is a long term goal of a company in regards to PR”

- a) Only A is true
- b) Only B is true
- c) **Both A and B are true**
- d) Both A and B are false

25. Students can be given ability to face the media by conduction which of the following activity?

- a) Mock Interview
- b) **Mock press**
- c) Mock test
- d) Mock discussion

DIRECT QUESTIONS (8 MARKS EACH)

1. Give a brief note on Public Relations and it's importance in today's scenario.
2. Explain the objectives and significance of PR.
3. How brand building effect public relations of any organisation? Discuss.
4. Explain the role of Media in PR.
5. “Ignorance of law has no excuse”. Connect this statement to Communication aspects.
6. Mass media helps one in building brand image in PR. How? Justify.
7. What is TRP? Give a brief note on TRP coverage in media.
8. Explain the types of Mass media in communication with merits and demerits briefly.
9. “Today Mass media are just TRP based companies and not society oriented”. Critically examine the statement.
10. What are the tools of Public Relation? Explain briefly.
11. Which are the four areas of caution in legal aspects of communication? Explain.
12. Define Public Relations. Do you think it is very important in company's growth? Comment.

SRINIVAS UNIVERSITY

II SEMESTER DEGREE EXAMINATION – MAY 2019

**SUBJECT : BUSINESS COMMUNICATION - II / PROFESSIONAL
COMMUNICATION - II**

PAPER CODE : 18

**BBAAM21/18BBAHN32/18BBALS21/18BBAPM21/18BCMHN21/18BCMAC21/
18BCASD21**

Time : 2 Hours

Max. Marks : 50

Note : Answer any ten questions from Part - A and one full question from each MODULE of Part - B.

PART – A

1.
 - a) Which of the following is an advantage of debate ?
 - A. Costly
 - B. Time consuming
 - C. Emotional Stability
 - D. None of these
 - b) Communication has three elements in it. Which of the following is not one of these ?
 - A. Visual
 - B. Variety
 - C. Vocal
 - D. Verbal
 - c) Speaking to inform is also known as _____.
 - A. Insisting Speech
 - B. Innovative Speech
 - C. Informative Speech
 - D. None of these
 - d) _____ application to government is very important step in a successful brand building process.
 - A. Patent
 - B. Customer
 - C. Manager
 - D. Quality
 - e) newly launching product have to concentrate more on _____.
 - A. Brand ambassador
 - B. Brand building
 - C. Price
 - D. Complaints
 - f) _____ is a person who starts the discussion in GDs.
 - A. Initiator
 - B. Harmoniser
 - C. Team player
 - D. Leader
 - g) The interview where number of senior employees of company form a group of interviewers is called as _____.
 - A. One to one interview
 - B. Panel interview
 - C. Depth interview
 - D. Group interview
 - h) Inter-view literally means _____.
 - A. Between view
 - B. Internal view
 - C. External view
 - D. Outside view
 - i) The dialogues which are prepared in advance for both the speakers is called as _____.
 - A. Written dialogues
 - B. Partially scripted
 - C. Scripted
 - D. None
 - j) Which of the following is not the type of persuasive speech?
 - A. Factual
 - B. Value
 - C. Rate
 - D. Policy
 - k) Which of the following is not a type of public speaking?
 - A. Persuasive
 - B. Entertain
 - C. Moral
 - D. Informative
 - l) _____ is understood as an activity of sitting and talking about a specific subject.
 - A. Story
 - B. Discussion
 - C. Dialogues
 - D. Argument

PART – B

(8 Marks)

MODULE - 1

2. What are the factors to be considered while drafting a speech?

OR

3. Explain the Importance of Speech body language and etiquettes.

MODULE – 2

4. What do you mean by Narrative arc? Explain the elements in it.

OR

5. Give away some tips for good speaking mannerism.

MODULE – 3

6. Define Negotiations. Explain its types.

OR

7. What is the importance of Audio visual medium in communication.

MODULE – 4

8. Draft an imaginary formal telephone conversation between two people.

OR

9. Mention some of the video conferencing etiquettes.

MODULE – 5

10. Give a brief note on Public Relations and it's importance in today's scenario.

OR

11. Which are the major areas of caution in legal aspects of Communication ? Explain