



Complete TC Notes

B.Tech CSE (2nd Year) (Dr. A.P.J. Abdul Kalam Technical University)



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Unit 1

- Communication
- Distinction between general and technical communication
- Language as a tool of Communication
- Dimensions of Communication
- Reading and comprehension
- Sentences , Paragraph and Technical style of writing
- The flow of Communication
- Barriers to Communication

Communication-

Communication has been derived from a Latin word ‘communicare’ which means to share. Thus, communication is sharing of ideas, views and opinions between two or more people. Communication is an interactive process. Elizabeth Bourgeret says “Communication is the lifeline of any relationship.” Thus, to survive in the professional set-up as well as personal life we need to communicate. Communication is the ability of an individual to make contact with another individual. It involves listening, speaking, reading, writing and understanding (of language and non-verbal cues).

Features of Communication-

1. It is a dynamic process.
2. It is an ongoing or continuous process.
3. It is interactive (a two- way process) in nature.
4. It is goal oriented.
5. It is based on sharing of information.
6. It can be of both verbal and non-verbal nature.

Definition of Technical Communication-

According to Johnson “Technical communication is used to convey scientific, engineering, or other technical information”. When the nature of message exchanged in the process of communication becomes technical or scientific it is known as technical communication. Technical communication includes transmission of facts, figures and thoughts which are of scientific and technical nature. Description of machines, analysis of scientific principles and understanding and interpretation of scientific and technical process all comes under the purview of technical communication.

Technical communication is done in order to inform, to educate, to instruct, to motivate, to advise, to reprimand (to rebuke) and to build goodwill.

Features of Technical Communication or 7 C's of Communication-

The features of Technical Communication are also known as the 7 C's of Communication-

1. **Correctness-** It means that technical communication must be errorless. The writer/speaker has to be very cautious in preparing the subject matter. The subject matter should be accurate and free from all sorts of factual and mechanical flaws.
2. **Conciseness-** Every word should contribute to the meaning of the text. Any irrelevant detail should be done away with. Technical

communication demands brevity. Redundancy should be done away with in technical communication.

3. **Clarity**-There should be utmost clarity in technical documentation.

Ambiguity and vagueness cannot exist in technical communication.

4. **Completeness**- Messages exchanged in technical communication must be authentic, meaningful and complete. An incomplete message is of no consequence in the realm of technical communication.

5. **Concreteness**- Technical communication demands precision. Words must carry weightage and must create specific details with clarity.

6. **Consideration**- Consideration means 'you-attitude'. Having an undying feeling of consideration towards the listener or reader is also mandatory for technical communication.

7. **Courtesy**-Courtesy means politeness. It is closely associated with 'you-attitude'. One has to be courteous in the realm of technical communication. One must avoid rude words, inappropriate tone, indecent language and wrong gestures in technical communication.

Distinction between general and technical communication-

General Communication	Technical Communication
<ol style="list-style-type: none">1. General communication conveys a general message.2. General communication is informal in style and approach.3. General communication does not have a set pattern of communication.	<ol style="list-style-type: none">1. Technical communication conveys a technical message.2. Technical communication is mostly formal.3. Technical communication follows a set pattern.4. Technical communication can be

<p>4. It is mostly oral.</p> <p>5. General communication is not for specific audience.</p> <p>6. General communication doesn't use technical aids, jargons, tables, diagrams, graphics etc.</p> <p>7. General communication aims at sharing and amusement.</p> <p>8. General communication has diffuseness.</p> <p>9. General communication can be vague or ambiguous.</p> <p>10. General communication is of subjective nature.</p> <p>11. General communication can be pompous, decorative and bombastic.</p> <p>13. General communication related to life in general.</p> <p>14. General communication does not have a fixed format.</p>	<p>done in both oral and written form.</p> <p>5. Technical communication is always for a specific audience.</p> <p>6. Technical communication mostly involves jargon, graphs, tables etc.</p> <p>7. Technical communication aims at imparting information.</p> <p>8. Technical communication is brief and concise.</p> <p>9. Technical communication has clarity.</p> <p>10. Technical communication is of objective nature.</p> <p>11. Technical communication has simplicity.</p> <p>12. Technical communication is accurate and precise.</p> <p>13. Technical communication is related to specific field profession.</p> <p>14. Technical communication has a fixed format.</p>
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Language as a tool of Communication-

According to the Britannica encyclopedia people even in Paleolithic age had need to communicate thus the cavemen at that time drew on the walls to give a pictorial representation to ideas and spread their thoughts. Language evolved out of the human desire and need to communicate. Human beings use language to save their skin in difficult situations. Hence, language can be called a tool of communication. Well-

known linguists Noam Chomsky and Ferdinand de Saussure assigned some qualities to language that make it a tool of communication. These qualities of language are as follows-

1-Language is artificial- Language is made by men. It cannot exist in outside the realm of thinking and usage of human beings. It is created by people because of their need to communicate. Every symbol is attached to a specific idea or object, known as a 'referent'.

2-Language is restricted-When ideas are being translated into language some part of the meaning is lost. Sometimes words fall short of conveying the exact meaning. This happens because language is restricted.

3- Language is abstract - Language depicts a general opinion about objects or thoughts. Many a times a word could mean different ideas at different times. For instance, 'table' can represent anything that has a wooden plank and four legs- like a study table, a dining table, a coffee table etc.

4- Language is arbitrary- Language has emerged as a cultural system of agreements in which words represent specific symbols or ideas. Learning these agreements is an intrinsic feature of learning a language.

5-Language is creative-Language has a capacity to coin many new words each day. Thus, it is creative. Moreover, poetry, riddles, jokes also put language to creative use.

6- Language is redundant- Language many a times can become redundant or repetitive. Sometimes it can enhance and at other times it can mar the impact of the message conveyed. For example-

A couple of boys are reading their books.

This sentence repeatedly displays the fact that subject of the sentence is plural. So, language is redundant.

7- Language is recursive-Basic grammatical templates can be used to generate innumerable new or fresh ideas. Hence, language is recursive.

Dimensions of Communication

Communication is sharing of ideas. Oral communication means communication through the medium of words in spoken format. It includes people speaking with each other, face to face or on a telephonic call. Speeches, presentations, panel discussions, group discussions etc. are all forms of oral communication.

The major dimensions of communication are-

- **Sender**-Sender is the source of information or idea. He/she encodes the message.
- **Message**-Message means content or subject matter.
- **Medium**-It is the channel through which communication happens.
- **Receiver or Audience**-Receiver/audience decodes the message.
- **Effect**-It is the feedback, response or impact of the message given by audience

The sender sends the message according to his/her feelings, experiences, attitude, opinions, emotions, likes, dislikes etc. The message can be verbal or nonverbal and it could be sent by any sort of channel like verbal message or written documentation etc. When the receiver receives the message he/she decodes it according to his/her level of understanding. This decoding is guided by either external or internal stimuli. The way the receiver shares feedback shows how far the message sent was correctly or wrongly decoded. So, feedback is also very important.

Reading and comprehension-

Reading-Reading is the process of analyzing, understanding and interpreting the text.

Types of reading-The types of reading are given below-

1-Skimming- Skimming is the process of reading quickly in to get a general idea of the text.

2-Scanning-When a text is read for some specific piece of information the process involved in reading is known as scanning.

3-Churning-Churning means getting to the gist of the text. It is a combination of interpretation and inference.

4-Assimilation -It means taking into account all the aspects of the text and then interpreting it.

Techniques to improve reading-

1. Enhance vocabulary.
2. Cook up questions in the brain about the text you are reading.
3. Utilize contextual hints deduce meaning.
4. Focus on the key idea.
5. Summarize the text.
6. Break up the text that you are reading into smaller portions.
7. Shun all sorts of distractions.

Reading Comprehension-

Reading comprehension is not just the ability to go through the text but also to understand it. When a reader reads the text he/she makes a mental note of the meaning of the text and then he/she tries to interpret it according to his/her own perception.

Good comprehension needs different skills. Skills required for good reading comprehension are as follows-

- Substantial vocabulary and background knowledge.
- Interpretation and inference skills
- A deep understanding of syntax, language structure and word connections and word collocations.
- Understanding of the structure of the text.
- Ability for comprehension monitoring.

Technical Writing-

Writing or drafting in the field of technical communication is known as technical writing. It is used in the scientific, technical and professional fields such as computer engineering, biochemistry, aeronautics, robotics, finance, medical, basic electronics, biotechnology, mechanics etc. Writing technical reports, projects, thesis etc. are all examples of technical writing.

Importance and Need for Technical Communication/Technical Writing-

Technical Communication is important for the following points

1. **Intrinsic for Knowledge advancement**-In current scenario to handle splurge of knowledge we need technical communication. For example through technical communication via internet knowledge can be shared across the borders.
2. **Necessary for advancement in the field of Science and Technology** - With the advancement in the field of Science and Technology no organization can exist in isolation from technical communication.
3. **Important for Paperless Offices and Business Transactions**-These days paperless work in offices and paperless business transactions are taking place because of technical communication.
4. **A Gateway to Globalization** -At the advent of 21st century the world has become a global village and margins are reduced. This is possible because of technical communication.

Sentences-A sentence is a meaningful combination of words which conveys the complete sense. Example - My car is new.

A sentence has two indispensable parts-

Subject-It means the part which indicates the person or thing about which something is being said.

Predicate-The part which we say something about the subject.

Example-Lion lives in the jungle.

Subject Predicate

Types of Sentences are listed below-

1- Assertive or declarative sentence-Sentence that makes a statement.

2- Positive and Negative sentence-Sentence that makes agreements or disagreements.

3-Interrogative sentence-An interrogative sentence asks questions.

Exclamatory sentence -An exclamatory sentence conveys feelings of joy, sorrow, anger, surprise etc.

- **Imperative sentence** - such a sentence either makes commands, gives advice or makes a request.
- **Optative sentence** - Such a sentence either makes a wish, showers blessings or hurls curses.
- **Requisites of a good sentence construction-**
- Avoid awkward sentence structure.
- Choose appropriate words.
- Avoid sentence fragments.
- Avoid all sorts of errors.

Paragraph- A paragraph is a self-contained unit of a text having a specific point or idea. A paragraph has two or more sentences, used to organize longer text.

Three major components of Paragraph are Unity, coherence and emphasis.

1- Unity-It means the quality of oneness in a paragraph or essay that leads to a single effect or thought.

2- Coherence-It means continuous flow of ideas in form of sentences in a paragraph.

3- Emphasis-It means repetition of certain words and phrases for the sake of gaining prominence.

There are various methods of paragraph development. They are as follows-

- **Inductive method of paragraph development**
- **Deductive method of paragraph development**
- **Spatial method of paragraph development**
- **Interrupted method of paragraph development**
- **Linear method of paragraph development**
- **Chronological method of paragraph development**
- **Expository method of paragraph development**

1-Inductive method of paragraph development- In this type of paragraph specific details, examples and illustrations are followed by general statements.

2- Deductive method of paragraph development- In this type of a paragraph; content starts with general statements or laws and moves towards specific details.

3-Spatial method of paragraph development- The spatial method of paragraph development moves directionally. It talks about directions and how things are occupied in space.

4-Interrupted method of paragraph development-Whenever there is twist or turn in the flow of ideas in a paragraph the paragraph is

developed according to the interrupted method of paragraph development.

5- Linear method of paragraph development-Systematic organization of thoughts and ideas in a paragraph makes that paragraph a linear paragraph.

6- Chronological method of paragraph development-It refers to the kind of a paragraph where narration of events is done on the basis of date and time.

7- Expository method of paragraph development-When a paragraph explains or describes anything in detail it is an expository paragraph.

Technical style of writing-

Technical style of writing is a kind of writing where the writer is dealing with a specific subject that needs proper direction, clear instruction and meaningful explanation. This sort of writing style has a very different purpose and unique traits as compared to other styles of writing like creative writing, writing for business etc.

It is a and clear way of explaining the functioning of objects, principles, machines and processes.

Technical style provides to us-

- 1-Knowledge of technical or specific skills.
- 2-Enables us to learn functioning of objects, principles, machines and processes.

Technical style can be seen in- Examples-

- Instruction manuals
- Policy manuals
- Process manuals
- User manuals
- Reports
- Instructions for assembling a product

Technical style can be used through verbal as well as non-verbal mode of communication. Documents or matter prepared in technical style should be concise, precise and neatly organized.

Methods of technical style-

- Writing should be free from all sorts of errors(for example spelling , punctuation, data etc.).
- Appropriate tone and voice should be used.
- Correct citation styles should be used.

The flow of Communication- Downward; upward, Lateral or Horizontal-

Communication in an organization flows in all directions. The directions are as follows-

1-Downward Communication

2-Upward Communication

3-Lateral Communication

4-Diagonal or Crosswise Communication

↑ Upward Flow ↓ Downward Flow Diagonal Flow
Horizontal -Flow

Diagram -Flow of Communication

1-Downward flow of communication- It depicts the flow of information from the superior level to the lower levels in the organization.

· **Reasons-**

- To instruct
- To explain
- To motivate
- To train

Examples-Notices, pamphlets, special meetings etc.

2-Upward flow of communication- It represents the flow of communication from the lower levels to the higher levels in the organization.

Reasons-

- **To give feedback or suggestions**
- **To share grievances**

Examples-Feedback forms, suggestion boxes etc.

3-Horizontal or lateral flow of communication- **Horizontal or lateral flow of communication** happens between people of same rank or level.

Reasons-

- **To increase coordination**
- **To build trust**

Examples-Manager HR speaking to Manager Sales in an organization, HOD of one department speaking to HOD of another department etc.

4- Diagonal or Crosswise flow of communication- It happens when individuals working in a company interact with those working at a higher post or at a lower level in the organization and communication moves out of the limits of reporting hierarchy.

Reasons-

- **To indulge in gossip**
- **To create rumor**
- **To indulge in propaganda**

Examples-Spreading rumors, grapevine communication etc.

Barriers to Communication-

The term 'barrier' means hurdle, hindrance, difficulty, obstruction or obstacle in the process of communication. Any sort of hindrance or difficulty in the process of communication is known as noise. Barriers disrupt the flow of communication and they disrupt the message also during the flow of communication. If possible, barriers should be avoided in the process of communication.

Types of Barriers

1. Interpersonal barrier
2. Intrapersonal barrier
3. Organizational barrier

1. Interpersonal barrier-

Interpersonal barriers happen because of inappropriate verbal exchange between two or more individuals.

The most common reasons of interpersonal barriers are

1-Limited Vocabulary-Inadequate, incomplete or sub-standard vocabulary can be a huge hindrance to interpersonal communication.

2-Incompatibility of verbal and non-verbal messages- the incompatibility between the verbal and non-verbal language in communication can also create interpersonal barriers in communication.

3-Emotional outburst- Becoming overwhelmed with emotions can also become interpersonal barrier in communication.

4-Communication selectivity- When the receiver in a communication process pays attention only to a part of the message and ignores the remaining message, he/she is a victim of communication selectivity.

5-Cultural Variations-It is important to have knowledge of the cultural variations that come in our way. As cultural variations can create barriers in communication too.

6-Poor listening Skills- When one is unable to concentrate on listening to the speaker properly it again leads to barriers in communication.

7-Noise in the channel—Any kind of unwanted disturbance that acts as an obstacle in the process of communication.

2. Intrapersonal barriers-

Barriers that arise from within an individual's because of differences in experiences, education, value and personality are intrapersonal barriers.

The reasons for intrapersonal barriers are

1-Wrong assumptions-Such wrong assumptions generally happen when the sender or the receiver does not have sufficient information about each other's background they nurture prejudices.

2-Varied perception-Each one of us has a different stance or opinion about the same event which leads to the creation of barriers.

3-Difference in background- The background one has a very phenomenal role in how he/she acts or reacts in a situation. So, inadequate knowledge about the background of the audience can become a barrier too.

4-Wrong inferences- Wrong Inference occurs when one speculates something without having the knowledge of the complete situation. Thus, wrong inferences also create barriers.

5-Impervious categories- People with a rigid thinking do not agree to any kind of deviation from their thought process. Such individuals also find it very tough to feel communicate freely.

6-Categorical thinking- People who feel they are all-knowing divide others in categories and create barriers in communication. Such categorical thinking is uncalled for.

3. Organizational barriers-

In offices there are so many levels of communication, so messages get disturbed or distorted.

Organizational barrier happen because of following reasons-

1-Too many transfer stations-Too many transfer stations sometimes disturb or create noise. The original message gets disturbed and there are barriers in the process of communication.

2-Fear of superiors-Some sub-ordinates avoid all communication with their seniors as they feel that this will mar their reputation at workplace.

3-Negative tendencies-Some individuals have negative tendencies like doing drugs, or indulging in backbiting etc. Nobody likes to speak to such people.

4-Use of inappropriate Media-Each message should be encoded through a suitable channel. Inappropriate medium can also be a great barrier to communication.

5-Information overload-When people are overloaded with too much of information in a single session they are bound to do mistakes or miscommunicate. So, information overload is yet another barrier to communication.

In order to overcome barriers we must-

1. **Use of appropriate language-**The sender of the message should use the kind of language a specific occasion demands.

2. **Practice emphatic communication**-the sender must understand the receiver's frame of reference to understand the message completely and properly. Then his/her communication will become emphatic communication.
3. **Improving Sender's credibility** -Of course having great credibility in a specific domain i.e. one's own field will help the sender reduce or curb barriers in communication.
4. **Having a face -to -face communication**- It is more effective than written mode of communication.
5. **Using pictures**-Having visuals also helps to make the message clear to audience.
6. **Developing trust**-Sender should create a trust for himself /herself at the workplace.
7. **Effective listening**-It is great to have effective listening skills in the process of communication.

Unit 2

- Report
- Types Of Reports
- Project report
- Technical Research Paper
- Expert Technical Lecture
- Curriculum Vitae VS Resume
- TECHNICAL PROPOSALS

Report:- Report is derived from the” Latin word ‘reportare’ which means ‘to carry back’.” ¹

A report carries back information those who were away from the scene. It is a written document explaining the research, discoveries or judgements of professionals in a specific field. Reports are written in a formal style. The tone and approach of a report is indeed formal. Reports

are prepared in accordance with the audience expectation. Reports are written on umpteen number of occasions like a college techno-cultural fiesta, a business case, academic progress report etc.

Report writing is the ability to rollout brief, accurate, systematic and properly organized reports. Report writing requirements differ from one organisation to another. Reports vary in aim, length, format and style.

- 1) An introduction to report writing
- 2) Report structure
- 3) Preparing to write the report
- 4) Presentation and layout
- 5) Writing style
- 6) Drafting and completing the report
- 7) Appendix 1 - Report writing checklist.

Reports vary widely in purpose, length, layout and style. Within organisations, there are a range

Reasons- The reason for writing reports may differ. The purpose could be any of the following: -

- To inform
- To provide a basis for discussion and debate
- To sell or persuade.
- To enhance communication
- To store data
- To maintain a record of the findings or an experiment
- To document schedules, timetables and achievements

- To document the status (to inspect)
- To explain policies and procedures
- To provide necessary feedbacks
- To motivate
- To plan new ventures in business

For writing any report, it is important to be clear and confident about the purpose of writing the report.

Reports for academic and business purposes- Usually, a report is written in organisations for non-academic purposes. Academic reports are written as part of the coursework. Such reports cite sources in reference list.

Structure of a report – A report is divided into three parts.

The recommended structure for reports is as follows-

A- Front Matter B- Main body C-Back Matter

- 1) **A-Front Matter-** Front matter includes cover page, title page, acknowledgement, table of contents and abstract or summary.
- 2) **B- Main body-** Main body includes the crux of the matter. It has introduction, description, discussion, conclusion and recommendations.
- 3) **C-Back matter -** Back matter includes appendix, list of references, bibliography, glossary and index.

1-Cover Page- Just the long reports have a cover page. The *cover page of a report must have the Title of the report, its subtitle, author's name,*

author's job *title*, company name and logo along with the date of completion/submission.

2-Frontispiece-It an illustration like a picture, map etc. preceding and facing the title page of a book or magazine. It is an optional.

3- Title page -The title conveys to the reader the exact nature of the report. It should also include the name of the author, date written and the minute details related to confidentiality.

4- Copyright notice- Copyright notice informs the people who the copyright owner is for a specific work. © is the copyright symbol.

5-Forwarding letter or letter of transmittal :- A letter of transmittal is a type of short cover letter that has a document to describe the reason and importance of the report.

6-Preface:- The preface informs how and for what reason the work has been done.

7-Acnowledgements- *Acknowledgements* are thank you notes for all individuals who contributed in the completion of the research.

8-Contents page -This page displays the sections or chapters with page numbers in the sequential manner. Usually, it is in the order stated below-

- 1) Executive summary
- 2) Terms of reference
- 3) Background/introduction
- 4) Information-gathering activities
- 5) Findings
- 6) Conclusions
- 7) Recommendations
- 8) References

9) Appendices

9-List of illustrations:- A List of Illustrations, which may appear at the front of a book, gives a list of diagrams, charts, pictures, drawings, tables etc. in form of illustrations to explain the subject matter of the book in a better way.

10- Abstract or summary :-The abstract or executive summary gives a peep into the main contents of the report. The summary should not be more than a page. It includes the purpose of the report, research methodology adopted and the conclusions and recommendations.

B-Main body- Main body includes introduction, description, discussion, conclusion and recommendations. Its parts are-

11-Introduction:- The introduction informs the reader what the report is all about. It provides the contextual information about the report.

12- Discussion or description:- The purpose of the discussion is to find out and describe the importance of research findings and give fresh insights into the research area being explored.

13- Methodology adopted/information-gathering- This area relates to the research methodology adopted like laboratory testing, field survey, case study etc. A clear-cut description of all methods used in the report.

14-Conclusions:- The final part of the report is where conclusions are drawn. The findings and the logical discussion helps the writer put forth his/her conclusions.

15- Recommendations:- A report contains recommendations to define the course for future action.

C-Back Matter :-

16- Appendices:- Appendices are a separate part of the report. They are used to store detailed or too lengthy information like details of the

questionnaire. Appendices have information which is important and the reader might refer to it but it is not required to understand the main text.

16-Terms of reference- This provides information about the purpose, aims/objectives, and details of the scope and limits of the report.

17-References:- To honour the resources the writer has used he uses the citation list in the reference list.

18-Bibliography:- A bibliography is a list of the sources or books the writer has used to prepare the report. It is found on the last few pages.

Characteristics of report writing:-

- Clear description of the reason behind writing the report should be there. A report must specify whether it is for investigation, analysis, maintaining record or forwarding recommendations.
- A report must have precision in terms of coherence and accuracy. And brevity in subject-matter.
- A report should be relevant and factual.
- A report must also be reader oriented.
- It should possess objectivity of recommendation.
- Simple and clear language should be used to write a report.
- A report should be grammatically accurate.
- A report should be written in proper format.
- Technical report have proper illustrations such as pictures, graphs, tables, maps, drawings, charts etc.
- A good report must be homogeneous in approach and complete in execution.

TYPES OF REPORTS

Various types of reports are written depending on the requirement, frequency, manner of reporting and presentation. Reports are classified into the following types-

1. Informative Reports

Informative report deal with new information that is important to find out details about the progress of an organization, these reports emphasizes on the presentation in an objective, factual and organized manner.

These reports again can be divided into the following-

a) **Voluntary reports**-Such reports are written on writer's own initiative.

b) **Authorized reports**-The reports are prepared on demand or order from authorities.

2. Analytical Reports-Such reports conduct deep research, analysis, investigation and scientific experimentation.

Apart of these, routine of special reports.

3. Oral and Written reports

Oral report-Oral report is presented orally. It is very simple and easy to present. However, it is not as authentic a written report. It has the facility of getting immediate feedback from the audience.

Written report- Written report is more authentic form of permanent documentation. It can be saved for future reference.

4-Project report-It is written after the completion of the projects. It explains the important findings and conclusions of the project.

FORMATS OF REPORTS

Some usually used formats of a report-

- 1) Preprinted form
- 2) Letter format
- 3) Memo
- 4) Manuscript format

Steps to write a report:-

- Analyze the problem or issue at hand.
- Determine the scope of the report.
- Consider the reader.
- Collect the information.
- Analyze the information.
- Write the report

Thesis- A dissertation or thesis is perhaps the longest and tedious research work that a researcher does. According to **Merriam Webster Dictionary** a thesis is “a dissertation embodying results of original research and especially substantiating a specific view”.

A dissertation or thesis is perhaps the longest and tedious research work that a researcher does.² A dissertation or thesis focuses on gathering all the information and data regarding the topic under consideration for research. The researcher must select a topic about which he/she already has some frame of reference. He/she must never choose a topic out of his area of study or understanding.

Structure of a thesis-The structure of a thesis is as follows -

1-Research proposal- It is a research plan which shows how the researcher is going to conduct his study.

2-Introduction to the thesis-Introduction introduces the reader to the thesis and its content.

3-Literature review or background study-This area focuses on all the background studies conducted on the research area being explored.

4-Methodology adopted -It means the means and methods taken up to conduct the research.

5-Findings and discussion-This section brings to the fore and discusses at length original discovery or results of the research work.

6-Conclusion-Conclusion discusses the results and proves their authenticity.

7-Extra section -It includes recommendations, references and appendices.

According to the official website of University of Toledo **Project** “is a temporary, unique and progressive attempt or endeavour made to produce some kind of a tangible or intangible result (a unique product, service, benefit, competitive advantage, etc.). It usually includes a series of interrelated tasks that are planned for execution over a fixed period of time and within certain requirements and limitations such as cost, quality, performance, others.”³

Steps to write a good project report-

1. Decide at once on the purpose of the **project**.
2. Have a thorough understanding of the readers/ audience.

3. Identify the format and structure of the report.
4. Gather the information and facts about the report.
5. Remember to cite sources such as articles, case studies, and interviews.

5. Structure the project report-

A project report has the following elements:

- **Abstract:** It is the summary of a report in form of a paragraph. According to the Naval Postgraduate School's Graduate Writing Center "an abstract is a highly condensed overview of the document, while an executive summary is a standalone version of the thesis in miniature."⁴
- **Executive Summary:** The summary of the report is a window to the entire report. It is the first element that the readers will witness so try to write it in a meaningful and effective manner; i.e. purpose, methods, results, conclusions, and recommendations. It is usually 3-7 pages in length. It summarizes the overall purpose of a project report.
- **Introduction:** It talks about the outline of the structure and also the subject matter i.e. aim of the project report.
- **Body:** This is the lengthiest section of the report and describes the background, analysis, discussions, suggestions and recommendations about the project report. The body has baseline as well as the methods and procedures of research in the report.
- **Conclusion:** Conclusion is the end result of the findings or result of the project report.

The first draft of the report will always have room for improvement. The researcher must read the first draft carefully, revise it and edit it. So, that the project report is free from errors.

Synopsis:-

A synopsis is a brief summary that gives audience clear- cut understanding of what a story is all about about. It gives an idea about of the theme or main elements of the work.

In the realm of research a synopsis is a brief and systematic outline of the proposed thesis or dissertation. It is the first step in preparation for the first meeting with the researcher and the supervisor.

There are no hard and fast rules for a synopsis. Generally, it should have:

- **Background:** It can be the scientific or technical background or the report. It includes-

- a-Rationale talks about the issues or problems dealt within the frame of background section. and thus present the argument/justification for completing the study – as described in the lesson of the same name.

- b-Problem -formulation - the problem you aim to address in your thesis, as described in the lesson of the same name.

- c-Overall and specific objectives - the steps that are performed to address the main issue.

Method outline: It is the research methodology to be adopted to gather qualitative or quantitative data.

Time plan: It indicates roughly how the researcher plans to propose and divide's his/her research work over a period of time. It can include chapters and the chosen research plan.

References:

It is the list of references of in-text citations on the basis of the understanding of the research scholar. The researcher will delve deep into the study of the synopsis so that he/she has a better understanding of the objectives, methods and references of the synopsis.

Technical Research Paper- When a project report becomes a grand success. It's theories and methodologies are well-recognized. The research scholars need to follow the following guidelines-

1-It must be reader oriented -The research must aim to please the supervisor as well as the larger audience.

2-A thorough understanding of the subject of research- A thorough understanding of the subject of research is required to create a proper problem statement.

3- Proper format- Research paper must be written in compliance with the proper format guidelines. Below is the format:-

- a) **Title**-It explains to the reader what exactly the research paper is going to be all about. The title of the research paper has got to be informative
- b) **Abstract**-It describes the problem, research approach/methodology and the conclusion
- c) **Introduction**- It introduces the problem at length and explains the problem statement.
- d) **Background information**- It should be a concise yet detailed description about previous works related to the problem
- e) **The body**- That has various sections. The titles depend on the project. It presents both qualitative and quantitative data clearly and in an organized manner.

- f) **Conclusion-** It is a summary of the analysis, findings or results of the research. It must be clear and concise.
- g) **Bibliography-**It is a list of all works cited in the research paper. It is written in an alphabetical order. Any acceptable citation style can be chosen for bibliography.

Seminar-

When a group of individuals conduct an advance study or research and present it in front of others in form of an oral or written report it is a seminar. It can take place in an academic institute or a professional set-up.

Structure of a Seminar Paper -

A seminar/term paper has four sections:

(1) Introduction; (2) Background; (3) Analysis; and (4) Conclusion

1. Introduction - Introduces the subject matter. It kind of declares the thesis. It also summarizes the back story of the paper and states the arguments related to the paper in brief.

2. Background -

Orient the Audience

- Describe the genesis of the subject
- Describe the changes that have occurred during its development.
- Explain the reasons for the changes
- Describe where things are now (You may also want to indicate the reasons for further change).

3. Analysis – Analysis explains the research in detail and discusses the main theme and sub-themes of the paper.

4. Conclusion-Conclusion sort of explain and summarizes the findings of the paper and announces the end result.

Conference-A conference has a central theme. It is subject specific. It is a large official meeting where people related to a certain field meet and deliberate on the points connected to the central theme of the conference. It has expert professionals as speakers and only permitted guests. Experts write conference papers on the central theme adhering to the conventions or guidelines of the conference. Then, these conference papers are submitted for approval. Once selected the conference paper is usually delivered through the oral mode with the help of a power point presentation. After presentation selected conference papers are most of the time published in proceedings of the conference for the sake of visibility.

· **You can refer the following format while writing your conference paper:-**

· **Abstract:-** It presents the findings of a conference paper in a nut shell. Abstract also focuses on the bullet points of the conference research paper. A conference paper and mentions the methodology to be applied for the purpose of research in the specific conference research paper the abstract is about.

· **Overview -** It is a concise statement or overview about the research area being explored in the research paper. It is also known as the problem statement. It presents the issue and also how the research paper is going to resolve the issue.

· **Proposed methodology-** This part highlights the methods that would be used to conduct the study or research. Facts and figures are to be recorded in this section so that findings can be proved to be authentic.

- **Data analysis-** This section relates to a concise analysis of the data collected and the findings of researcher's initial efforts.
- **Conclusion** -Conclusion deals with the results, suggestions and also recommendations for further course of action.
- **References**-All the references in the paper must be honoured and correctly referred to at the end of the research.

Expert Technical Lecture

There is a well-known Chinese proverb that “Learning is a treasure that will follow its owner everywhere.”⁵ Knowledge is intact with one who is in possession of his/her knowledge even when he/she shares his knowledge with others. Students at colleges and universities learn a lot through expert technical lecture. Experts in their specific technical field contribute with their knowledge through the medium of expert technical lectures for the benefit of the learners. These experts are the authorities or connoisseurs in their specific domain. Important people from academia as well as industry visit the colleges to share their rich experiences with inquisitive learners. Their great experiences and learning does give students a lot of food for thought. These expert technical lectures give an opportunity to the learners to clarify their doubts, raise questions, and express their ideas about issues crucial to their learning and their chosen profession. These expert lectures have following advantages-

- Listening to an expert technical lecture leads to knowledge enhancement.
- Expert technical lectures brush up the discussion skills of learners.
- The students get to know how Industry functions.
- Expert technical lectures sort of introduce students to the actual professional experiences.

- An expert technical lecture breaks the monotony of regular classes.

Types-

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

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

- **Theme Clarity-** Ambiguous piece of writing is painful for any sort of reader. In the realm of technical writing one needs to be not only concise but also utmost clear. Vague statements can create a lot of confusion and doubt. So, clarity is of utmost importance in technical writing. Technical writing is based on facts. So, it is objective. Technical writing is also audience specific. As writing is done according to the need and expectation of the audience. Imagine a professional presenting the details of a project report to his superiors. In case he is not able to do so clearly his/her superiors will not approve it. According to the Oxford Dictionary theme is “the subject or main idea in a talk, piece of writing or work of art”⁶.
- The Oxford Dictionary reemphasizes it is “the central/main/key/major theme.”⁷

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

Qualities required for theme clarity in technical writing or to analyze the theme of a technical document -

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

Features of Technical Communication or 7 C's of Communication-

The features of Technical Communication are also known as the 7 C's of business correspondence-

1. **Correctness-** It means that technical communication must be errorless. The writer/speaker has to be very cautious in preparing the subject matter. The subject matter should be accurate and free from all sorts of factual and mechanical flaws.
2. **Conciseness-** Every word should contribute to the meaning of the text. Any irrelevant detail should be done away with. Technical communication demands brevity. Redundancy should be done away with in technical communication.
3. **Clarity-** There should be utmost clarity in technical documentation. Ambiguity and vagueness cannot exist in technical communication.

4. **Completeness-** Messages exchanged in technical communication must be authentic, meaningful and complete. An incomplete message is of no consequence in the realm of technical communication.
5. **Concreteness-** Technical communication demands precision. Words must carry weightage and must create specific details with clarity.
6. **Consideration-** Consideration means 'you-attitude'. Having an undying feeling of consideration towards the listener or reader is also mandatory for technical communication.
7. **Courtesy-** Courtesy means politeness. It is closely associated with 'you-attitude'. One has to be courteous in the realm of technical communication. One must avoid rude words, inappropriate tone, indecent language and wrong gestures in technical communication.

Curriculum Vitae vs. Resume: Format and Content

According to balance careers a CV is “ A **curriculum vitae** (CV) provides a summary of your experience and skills. Typically, CVs for entry-level candidates are longer than resumes—at least two or three pages. CVs for mid-level candidates who have amassed numerous publications tend to run much longer.”⁸ Curriculum Vitae (CV) in Latin means "course of life." In contrast, resume is French for "summary. "CV presents forth a candidate's academic achievements in detail. It is often used by high level academicians or researchers in pursuit of jobs or research grants. It is usually two to three pages long.

Reasons for drafting CV-

- For a job at a specific company (Government as well as private position).
- For research grant/aid.

Structure for a CV-

The correct format for CV is as follows-

1. Contact information
2. Personal details
3. Research objective for academic CVs otherwise career objective
4. Employment history
5. Education
6. Qualifications and skills
7. Publications
8. Awards and honours
9. Grants and fellowships
10. Conferences/Seminars/ Workshops attended
11. Research experience
12. Professional association memberships
13. Licences and certificates
14. Volunteer work
15. References
16. Hobbies and interests (optionally)

Resume-A resume explains the skills and qualifications of a candidate in a brief and clear manner. It is a concise version of CV. It is usually 1-2 pages long.

Reasons for writing a resume-Some of the important reasons for writing a resume are-

- For a job at a specific company (Government as well as private position).
- To find a new opportunity to enhance skills

Structure of a Resume-

1. Personal details
2. Career objective
3. Qualifications
4. Skills summary
5. Professional experience
6. Achievements
7. Extracurricular activities
8. Interests/hobbies
9. Referees

TECHNICAL PROPOSALS

Technical proposal simply means to offer or to put forward a plan for consideration. A business proposal is based on AIDA approach. AIDA means-

A-for catching the attention of the reader.

I-for evoking the interest in the proposal.

D-for building up his/her desire in the proposal.

A-for making him/her act in the favourable direction.

Reasons for writing proposals-

Proposals are written for multifarious reasons such as to construct malls, to sell ideas, to survey areas, to build concepts and to modernize ongoing plans.

Importance of proposals:-

- 1) Proposals are important records of information.
- 2) Proposals also deal with an organization's growth.
- 3) Proposals try to get contracts for the organization undertaking a specific project.

- 4) Proposals enhance judgment and communication skills.
- 5) Proposals review existing products, services and schemes better.

KINDS/TYPES OF PROPOSALS

A proposal is a properly conceived idea or plan or an action-oriented report. Types of proposals are as follows:-

1. **Business proposal** - Business proposals deal with any type of business, trade or commerce.
2. **Research proposals** - Proposals concerned with projects requiring scientific enquiry or systematic investigation.
3. **Technical proposals** - Technical proposals are related to knowledge in a technical field.

The above three can be further categorized into:-

External proposals are drafted by a company in order to get contracts.

Internal proposals are written with the aim of convincing the superiors in the company and getting the ideas implemented.

Solicited proposals prepared in response to advertisement or on demand.

On the other hand, unsolicited proposals are written on writer's initiative.

CHARACTERISTICS OF A GOOD PROPOSAL

- It should attract attention of the person to whom the proposal is addressed.
- It must specify the scope.
- It should have your attitude.

- It should follow the requirements of the client and showcase the advantages for the customer.
- Summary, background objective, problem description, methodology and cost estimation must be properly stated.

STRUCTURE OF PROPOSALS

Generally, all good proposals have four important parts which is exhibited in the following four parts-

1.Preliminary or Prefatory parts-

- a-Title page
- b-Letter of transmittal
- c-Draft contact
- d-Table of contents
- e-List of tables /figures
- f-Executive summary

2.Body of proposal

- g-Introduction
- h-Problem
- i-Need
- j-Background
- k-Objectives of purpose
- l-Scope & limitation
- m-Technical procedures

n-Methods and sources
o-Plan of attack
p-Managerial procedures
q-Sequence of activities
r-Equipment, facilities, products
s-Personal qualifications
t-Cost estimate
u-Conclusion

3. Supplementary parts

v-Appendices
w-References

A proposal should play on the points of feasibility and profitability to satisfy the concerned party.

Unit 3

- Technical Presentation
- Types of Presentations
- Individual Conferences
- Public Speaking
- Modes of delivery, Overcoming stage fear
- Audience analysis
- Methods of Presentations
- Audience participation

- A **presentation** is the process of communicating information an important piece of to the audience. A presentation can be done in form of a keynote address, a demonstration, a speech etc.

Reasons behind delivering presentations are to inform, persuade, inspire, motivate, or to build good will. A presentation most of the time is delivered in formal mode. Presentations can sometimes be informal too. When a presentation is delivered on a technical topic it becomes a **technical presentation**.

- **Strategies and techniques of presentation-**
- **Before delivering the presentation one should-**
- 1- Try to find out what your audience already knows about the subject.
- 2- Provide additional information to them about the subject.
- 3- Build a direct connect with the audience.
- 4- Use effective audio-visual tools.
- 5- Speak with clarity
- 6- Have sufficient knowledge of audience and locale.
- 7- Hide all sign of nervousness.
- 8- Practice actual delivery a number of times.
- **Types of Presentations-Broadly speaking presentations can be divided into two types:-**
- **a-Individual presentations**
- **b-Interpersonal presentations**
- **C- Impersonal presentations**
-
- **a-Individual presentation**-When one person delivers a presentation live to an audience it is an individual presentation. One must prepare the material of the presentation in sync with audience expectation. Since, one person is responsible for the delivery in an individual presentation there is a lot on his/her head. For the sake of success of individual presentation one must

analyse the presentation and locale beforehand. One can use a readymade template available on net to prepare the power point presentation.

- **Tips to make an individual presentation successful-**
- 1- Choose a simple format for the individual presentation.
- 2- Have a systematic representation of the ideas in the individual presentation.
- 3- Be extremely thorough with the material.
- 4- Don't rush -take time to conceptualize and prepare the individual presentation.
- 5- Always prepare the outline of the individual presentation.
- **Interpersonal communication**-Communication is exchange of information between two or more people. This exchange of information can take place in verbal as well as non-verbal format. Eye -contact, smile, hand shake, face to face conversation, telephonic conversation etc. are all examples of interpersonal communication.
- A type of interpersonal presentation is group presentation. In this type of a presentation a group of people get together and they coordinate and deliver a presentation.
- **Interpersonal forms of presentations**-When two or more people are involved in delivering a presentation it takes the form of interpersonal presentation. When a presentation is delivered in an interactive mode then also it becomes an interpersonal presentation. Examples of interpersonal presentations are group presentations, classroom presentations, IC, group presentations etc.

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- **Classroom presentation-** Many a times students are scared of facing their classmates when they have to deliver a classroom presentation. It is noteworthy that classroom presentations provide great opportunities to the learners to innovate and systemize content, use audio-visual aids and above all learn the art of delivering presentations. So, classroom presentations are an interesting mode of presentation for learners. Such presentations prepare learners for their professional life ahead.
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- **Advantages of classroom presentations-**
 - Classroom presentations help learners hone their language skills(listening, speaking, reading and writing).
 - Classroom presentations enable the learners to focus on nuances of language such as vocabulary, grammar, text and phonology.
 - They create opportunities for knowledge enhancement.
 - They increase the knowledge of the learners in the area of technical field too.
 - Above all classroom presentations motivate the learners for task- based learning.
- **Style and method-** As said by L. Jean Ussery in the research paper '**Classroom Presentation Techniques**' published by SAS Institute Inc. "Whenever students discuss why they react positively to my presentation, it always seems to be related to one of these three tips:
 - Learn and use names.
 - Make eye contact with each person.

- Smile and be yourself.”¹
- Apart from this the ideal style and method for classroom presentation is-
 1. Make the classroom presentation concise so that the peer group doesn't get bored.
 2. Avoid wordiness or verbosity.
 3. Include audio-visual aids to make the classroom presentation interesting.
 4. Never loose focus from the key points of your presentation.
 5. Highlight and repeat the theme of the presentation
 6. Avoid barriers in communication during the delivery of classroom presentation.
 7. Make the transition from one slide to another smooth.
 8. Use humour and emotion to connect with the audience.
- **Individual Conferences (IC)-** Individual Conference is a significant instrument of overseeing the progress of the learner. It is conducted to promote interchange and exchange of thoughts and also response between supervisor and his/her student or supervisee in an organized, pre-planned and private setting. Individual Conferences (ICs) are usually conducted every week during the allotted time period. It gives a plan to deliberate upon the points and affairs stemming up from the experimentation, research and development. The supervisor is anticipated to motivate the learner to put to practice whatever the learner had learnt in theory. And see the end result of this practical application. A supervisor's job is to cover and supervise the growth of the

learner in terms of achievement of field work tasks and aims and bring enhancement in the standards of research or learning. It provides the pupil an occasion to think about his/her own positive and negative qualities and labour on them for the sake of improvement. It is compulsory for each student to attend all Individual Conferences. Field work without proper guidance in terms of IC is stated to be unsupervised experimentation, field work or research and has a fair prospect of getting cancelled or nullified.

- **The Liabilities of the Supervisor or Essentials are as follows-**

- · Making pupil at ease with the field setting and its conditions.
- · Helping the scholar to develop his/her thinking, attitude, beliefs, thoughts, ideas and behaviour in connection to the values and ethics of the field of study.
- · Working out a time- table in sync with the field work tasks.
- · Enabling scholar to develop thinking, making them proficient in literacy to relate proposition with practice.
- · Participating with scholar to work on the criteria for assessment, performance pointers and other prospects like recording, use of administrative process, etc
- · Furnishing periodic feedback to scholar about his/her research growth.
- · Being in constant touch with the recruitment agency and supervisor for covering research.
- Advantages to individual conferences which are as follows-
- · Individual conferences cater to the requirements of the individual scholar.
- · IC gives a platform to the scholar to bandy the issues he/she faces.

- It gives the research scholar the sequestration needed to put forth his/her ideas and feelings to the faculty administrator.
- Faculty administrator is in a capacity track and control over the pupil and take care of his/ her research requirements.
- To help discover any chasm in the literacy of research during the practical execution.

- **Public Speaking-**

- According to Merriam Webster Dictionary there are two definitions of public speaking “the act or process of making speeches in public”² and “the art of effective oral communication with an audience”³. Both these definitions make it clear that public speaking is the act of delivering a speech live to the audience. As stated by Alexander Gregg “There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.”⁴ This definition of public speaking sums up the art of public speaking. To be a good public speaker one must have relevant subject matter, one must be thoroughly prepared and during the delivery of speech one must be able to touch the right chord in the minds and hearts of the audience. Public speaking is done to inform, to persuade, to build good will and to entertain.

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- **Public Speaking: method and techniques-**

- Build rapport with the audience.
- Control nervousness.
- Indulge in audience analysis before planning the speech.
- Organize the content properly.

- • Use humour and emotion to connect with the audience.
- • Be honest with the audience.
- • Have voice clarity and also have proper control over the voice.
- • Learn the use of gestures
- • Have proper pronunciation and intonation.
- • Use simple language.
- • Take feedback and adjust the speech according to the feedback.
- **Clarity of substance-** Suzanne Sweat a teacher of English Education at Campbell University says to achieve clarity we must use words that “the reader understands”.⁵ Hence, jargons and cliches must be avoided in technical communication. To achieve clarity; one must do analysis of audience and locale. For the sake of clarity, one must use lucid, simple and clear language. The language should be free from all sorts of errors. One should make the flow of presentation smooth while moving from one slide to another. Effective visual aids add weightage to the presentation. One meaningful idea should lead to another. Information should be properly organized. There is no room for ambiguity in technical communication.
- **Emotion-**When feelings become powerful they become emotions. People might call emotions to be physiological changes. Examples of emotions are love, hate, fear, anger etc. The best way of tapping into the emotions of the audience is to narrate a story. When the speaker narrates an emotional story the emotions of the audience too get charged and they interpret it according to their own

feelings, emotions and experiences. Once, audience becomes emotional, they remain attentive throughout the presentation.

- To tap on the emotions of audience-
 - Engage them emotionally.
 - And also develop a message that has an emotional appeal.
 - Use emotions, it is a cathartic experience as it provides emotional relief.
- **Humour**-Humour means the “quality of being comic or funny.” Mark Twain called humour to be “mankind’s greatest blessing.”⁶ Humour provides solace to tired and stressed human minds. Thus, use of humour in presentation is an added advantage. It makes the audience feel light and easy. Humour helps in winning the favour of the audience. Humour can be incorporated by narrating a funny anecdote, telling a joke or asking a riddle that has an intended pun hidden in it. Usage of humour makes the speaker sound pleasant. And audience readily accepts him/her. Moreover, one has to remember while delivering a presentation that laughter indeed is the best medicine.
- **Advantages of using humour in a presentation-**
 - It provides audience with an extra dose of energy.
 - It creates a good impression of the speaker in the minds of the audience.
 - It makes the audience feel light and comfortable.

Modes of delivery-There are four modes of delivery. Each mode has its own positive and negative points. The modes of delivery are as follows-

1-Reading the manuscript style-The manuscript is prepared and the speaker reads it allowed word by in front of the audience.

Advantages-

- Content is well prepared.
- All points are covered.
- Presentation can be finished in the given time.

Disadvantages-

- **Presentation can be dull and boring.**
- Eye-contact with the audience is missing.

2-Memorizing the manuscript style-The **memorized style** of speaking is when the speaker crams the content of the manuscript and commits it to memory. Students adopt this style sometimes for classroom presentations and college seminars.

Advantages-

- If the speech is short the speaker can carry it off effectively.
- In case speech is well- remembered and rehearsed speaker can be impressive.

Disadvantages-

- In case a line is forgotten most of the information will be lost.
- Content cannot be adjusted or changed at the last minute.
- Presentation might become boring.

3-Impromptu style -It means a speech that is not prepared at all in advance and is delivered on the spur of the moment. Often at ceremonies, weddings exchanging opinions at workplace during urgent meetings etc. Such speeches are usually brief.

Advantages-

- Very natural in style and approach.

- Content can be changed according to the demand of the situation.

Disadvantages-

- Thoughts might get jumbled up.
- Audio-visual aids cannot be used.

4-Extemporaneous style-It is a cross between memorized style and impromptu style or mode of presentation. Important notes are prepared, the speaker takes hints from those notes and delivers his/her speech.

Advantages-

- Close to natural speech.
- Content is systematic

Disadvantages-

- Without proper planning audio-visual aids cannot be used.
- If the speaker is not a seasoned speaker presentation might lose appeal.

Overcoming stage fear-

Taking Steps to Overcome Your Fear

Learning to ameliorate the craft of speaking is by all means a great exercise. But, practice of speech alone will not bail us out of stage fear. One has to drive away all sorts of negative - thoughts and feelings. One must try to have confidence in himself/herself. Having an optimistic approach does have a ripple effect. If the speaker believes in himself/herself others will also get impressed by his/her self -assurance. Stage fear can be overcome by practice, self -assurance and confidence.

If you are willing stop avoiding your fears and learn new skills to reduce and manage them, you will develop an empowering belief and trust in yourself. In facing your fear, it becomes possible to overcome performance anxiety and find comfort and ease in expressing yourself in front of others.

Tips to decrease stage fright-

1. Focus on the core reason of the speech or performance.
2. Eschew negative thoughts.
3. Be confident.
4. Relax.
5. Think about success as a seasoned performer would.
6. Be thorough with the content.
7. Prepare your material in advance and read it aloud to hear your voice.
8. Build a connect with the audience.
9. Avoid negative gestures.
10. Don't try to imitate others.

Audience analysis-Whether the audience is familiar or unfamiliar one needs to have a thorough analysis of his/her audience before delivering a presentation. The speaker must find out what the audience already knows about the topic under consideration for delivery. The speaker should find out the size of the audience. While analyzing the audience should also focus on the demographic elements like age, gender, level of education, income etc. A good speaker prepares the presentation in sync with audience expectation and needs.

Locale-Locale means the physical setting or venue where the presentation takes place. It includes the venue(room), seating

arrangement, arrangement of lights, audio-visual equipment, podium, white board, markers, pointer, room temperature etc.

Retention of audience interest-Audience can be retained if the interest in the prestation can be kept alive.

This can be done by engaging the audience through various techniques-

- Asking questions or riddles to keep audience involved.
- Using emotion to open their emotional avenues.
- Using humour to make them interested in the presentation.
- Giving them a copy of the subject matter (so that if they miss some part they are not lost.)
- Maintaining eye-contact throughout the presentation.
- Having a pleasant demeanour

Methods of Presentations-The type of presentation can be called method of presentation. Broadly speaking presentations can be divided into three types-

- **a-Individual presentations**
- **b-Interpersonal presentations**
- **c- Impersonal presentations**

a-Individual presentations- When one person delivers a presentation live to an audience it is an individual presentation. One must prepare the material of the presentation in sync with audience expectation. Since, one person is responsible for the delivery in an individual presentation there is a lot on his/her head. For the sake of success of individual

presentation one must analyse the presentation and locale beforehand. One can use a readymade template available on net to prepare the power point presentation.

b- Interpersonal presentations- When two or more people are involved in delivering a presentation it takes the form of interpersonal presentation. When a presentation is delivered in an interactive mode then also it becomes an interpersonal presentation. Examples of interpersonal presentations are group presentations, classroom presentations, IC, group presentations etc.

Impersonal presentations-When the speaker is not bothered about the personal feelings and emotions of his audience. There is no subjectivity in his/her ideas it is an impersonal presentation.

Example -A newsreader reading the news, a businessman formulating business policy etc.

Characteristics of impersonal style-

- Objective in style and approach.
- Deals with formal/ academic writing and documentation.
- Impersonal yet courteous language is used.
- It can be persuasive too.

Audience participation -When the audience is actively engaged in live presentation it is known as audience participation. Audience can be made to participate through activities like quizzes and interjections. Role playing, team activities and games are also great ways of making audience participate.

Quizzes and interjections-

Quiz- A quiz is a type of mind game in which participants attempt to choose the right answer from the multiple options. “There's a well-known myth about the word quiz that says that in 1791 a Dublin theatre proprietor named Richard.”⁶ Yet, there's no solid proof to prove this. Well formulated quizzes can boost the morale of learners and provide then an opportunity to test their knowledge about a specific topic the quiz is prepared on. Performance in a quiz is sort of private so it takes away the pressure from the puny shoulders of the learners. These days a lot of fun quizzes like quiz land, trivia track etc. are available on internet

Interjection- An interruption in the middle of speech or presentation is called an interjection. It is acceptable to interject in a conversation. Provided, you have a valid point to make. However, one has to be very polite while making an interjection.

Interjections are done to-

- **Clarify a doubt.**
- **To understand a definition or meaning of certain idea or word.**
- **To find out some secretive sort of information.**
- **To indulge in gossip or propaganda.**

One must always remember that interjections can become quite taxing when dealing with huge gigantic egos. So, one can interject when required but one has to use discretion and caution.

Unit 4

- Interview and its types
- Stages of an interview
- Group Discussion
- Seminar , Conference
- Argumentation
- Critical thinking , Competence
- Solution of communication problems through verbal and non-verbal means

- **Interview:-**An interview is a properly organized conversation where panellist or panellists ask questions and the candidate gives answers. “In common parlance, the word "interview" refers to a one-on-one conversation between an *interviewer* and an *interviewee*.”¹The interviewer asks questions and assesses the replies given by the interviewee.
- **Here are a few interview skills that are helpful in getting the job.**
 - Indulge in background study.
 - Be courteous.
 - Take care of your body language.
 - Speak simple and clear language.
 - Review and revise your CV/ resume.
 - Get prepared to answer all possible questions.
 - Prepare your wardrobe.
- There are many types of the interview. Some of the most common types of the interview are as follows-
 - **1. Informational interview-**An informational interview is conducted by interviewing an expert in a specific technical field /profession or realm of study. An informational interview is an amazing source of networking of networking and building to your contacts.
 - **2. Screening or telephonic interview-**A telephonic interview is the most cost -efficient method of screening the interviewee. Duration of a telephone interview is anywhere between ten to thirty minutes. By just speaking to the candidate the HR executive decides whether the candidate is fit for face-to-face interview or not.

- **3. Personal interview**-It is the most commonly conducted form of interviews conducted in industry and academia. Personal interview is also known as an individual interview. Most of the time these interviews are conducted for the purpose of fulfilling job positions.
- **4. Small group or committee interview**-When many candidates are interviewed at the same time it is known as a small group or committee interview. In such an interview the panellists try to find out on the basis of answers given by candidates which candidate outshines others.
- **5. The second or on-site interview**-When an interviewee is successful in first round and selected. He/she is called for the second or on-site interview. Such interviews can be longer in comparison to other types of the interview as offer is given to the candidate during this interview. These interviews are the last step in the selection procedure.
- **6. Behaviour-based interview**-Such interviews are designed to find out actual traits, behaviour and characteristics of the candidate. These behaviour -based interviews aim at assessing adjustment skills, communication skill, net-working skills, problem -solving skills etc. of the candidate.
- **7. Task oriented interview**-Logical, analytical, reasoning and problem -solving abilities are assessed in this type of an interview. These skills of the interviewee are tested by conducting tests, exercises or by assigning various tasks within a limited time period. Such interviews are also called testing interviews.
- **8. Stress Interview**-In this type of an interview the interviewee is grilled by the candidate and it is assessed how he/she behaves

under extreme stress. Such interviews are interrogative in style and approach.

Stages of an interview-Usually an interview has four stages-

They are:

- 1- Introduction Stage**
- 2- Questions Answer Stage- a-Questions by the Interviewer
-b-Questions by the Interviewee**
- 3- Closing Stage**

Introduction Stage- The introduction happens usually at the beginning of the interview.

Greetings are exchanged in the part of the interview. It can take place in shape of brief formal or informal conversation.

Questions Answer Stage by the Interviewer-In this stage the interviewer asks general questions as well as specific questions related to the relevant profession or technical field.

Questions Answer Stage by the Interviewee-After the panellists finish asking questions to the interviewee they ask the candidate to ask any questions about the organization he/she wishes to.

Closing stage- Closing stage of the interview reflects the decision about shortlisting or hiring the candidate. Candidate must cross-check contact details of the interviewer. Interviewee can also express his / her happiness at being called for in the interview in this stage.

After the Interview: One must send a very concise thank you note to the prospective employer within a day of the interview, in case one is keen to work with that company.

Remain positive and optimistic after the interview.

Group Discussion- Group discussion or GD, is a famous methodology used by a lot of companies or institutes. Group discussion assesses the suitability of a participant for a specific job.

Objective- The prospective employers look for personality characteristics like good communication skills, confidence, capability to work in a team, leadership skills, stress handling skills. Group discussions are an intrinsic part of short-listing of the short-listing process for job selection procedure.

Methodology_- In a GD, a topic is assigned to the participants (usually eight to twelve in number). After providing the candidates some time to ponder over the issue assigned; they are made to discuss the topic. The topic can be political, controversial, logical, abstract etc. Usually, the discussion time can range between half an hour to one hour. The moderator who is judging the performance of the candidates during the GD assigns points to each participant on the basis of the pre-decided criterion. The moderator can be present in real or virtual mode.

Do's of a GD-

- It is important to have eye contact with other participants.
- Plan the first statement that you utter.
- Have a clear diction and use proper grammar.
- Acknowledge others politely.
- Try to maintain a cool and calm demeanour.

- Acknowledge criticism humbly.
- Use logic and facts to prove a point.
- While concluding summarize highlights of the GD.

Don'ts of a GD-

- Never initiate the discussion if you don't know much about the topic.
- Don't utter your sentences in a jumbled manner.
- Don't be loud, rude or aggressive.
- Don't be indifferent or lethargic.
- Don't make negative gestures.
- Don't form cartels.
- Never indulge in cross discussion.
- Don't intrude on neighbour's area.
- Don't argue unnecessarily.

Seminar-According to Cambridge Dictionary a seminar is

“an occasion when a teacher or expert and a group of people meet to study and discuss something.”²

A seminar can be conducted at an academic institute or at some professional set-up.

It is generally held on a specific topic. A seminar can be organized on scientific, technical, literary or philosophical topic.

Conference- As stated in the Collins Dictionary “A **conference** is a meeting, often lasting a few days, which is organized on a particular subject or to bring together people who have a

common interest.”³Undoubtedly, a conference has a main theme. This main theme is known as the central theme. Experts on the central theme are invited to speak at the conference. Everyone cannot attend a conference. It allows only permitted people to listen to the conference paper presentations. It is concluded with valuable suggestions and viable recommendations.

Tips for seminar and conference paper presentation -

- Prepare your content.
- Structure your ideas properly.
- Have a clear diction and use proper grammar.
- Use proper non-verbal cues.
- Incorporate appropriate audio-visual aids.
- Finish your presentation within the given time.
- Use an effective mode of presentation

Focus-Focus can be called the crux of the matter. It is the key point of the content or subject matter. It is that area or information of message which receives maximum attention from the speaker and the audience. A good speaker never loses focus from the main theme of the content. To stick to the central theme one has to work and hone following skills-

- Communication skills -So that one can correctly communicate the main theme.
- Listening / reading skills -so that focus is not lost from central theme.
- Acceptance of the content and main theme from the side of the audience.

Content-Content is the subject matter or information that any message contains. Message can be in form of discourse, dialogue, audio, visuals etc. Content can be delivered through multifarious mediums such as a movie, seminar, lecture speech, audio clipping, website, live event, piece of art, books, e-books, journals etc.

Style -It means the manner in which something is done or presented.

There are following styles of communication. They are as follows :-

Director-Keeps a check on others. Often creates disharmony by questioning others. But is good at his own work.

Thinker-Thinks too much. Can delay work because of delayed thinking. But avoids conflicts and tries to compromise.

Expresser-Criticizes others. But is ready to take the middle ground.

Harmonizer-Avoids conflict at all cost. Drives relief by falling sick.

Communication Styles-



Argumentation- The act or process of giving reasons for or against something the act or process of making and presenting arguments. An argument is a discussion done in a rage or wrath. On the other, hand argumentation is “the act or process of giving reasons for or against something the act or process of making and presenting arguments.”⁵ To be successful in professional life one needs to be proficient in the art of argumentation.

The main components or devices of argumentation are as follows-

1-Analysis-Analysis is the deep investigation or scrutiny of any subject matter/content or data. Analysis can be done in many ways such as - SWOT(Strengths, weaknesses, opportunities, and threats) analysis, data analysis, performance analysis, financial analysis etc.

Analysis can also be done through-

- Investigation
- Data collection

- Task prioritization
- Scrutiny for accuracy

2-Cohesion-Cohesion is reasonable segregation of text into meaningful units or paragraphs. One sentence is logically connected with another to provide a paragraph coherence and cohesion. In arguments also cohesion is required so that ideas are not mixed-up.

Principles of cohesion-

- Use passive voice properly.
- Bring the novel idea at the end.
- All sentences should be properly linked with each other.

3-Emphasis-Emphasis means giving extra value or attention to something. When one wants to lay emphasis on certain words or ideas, he/she can put those items in text in bold, italics or he/she can underline it too. One can also use punctuation to lay emphasis on a certain sentence or piece of text which is quoted from some other source. In speech emphasis can be laid on certain words or ideas through stress or repetition. Features like colour, shapes, Smart art, effects, font etc. can also be used for the sake of emphasis in a power-point presentation.

Critical thinking- Critical thinking is the ability to scrutinize and evaluate the functioning of objects, performance of people, applicability of processes etc. Critical thinking makes one assess the positive as well as negative points of an issue at hand. Critical thinking is phenomenal in solving problems as it helps in resolving the issues deftly. It requires-

- Budgeting

- Brainstorming
- Restructuring
- Strategic planning
- Process management
- Data analysis
- Auditing
- Decision formation
- Classifying
- Comparative analysis
- Correlation
- Case analysis
- Intelligence

During critical analysis one has to focus on all the good and bad points of the topic at hand. He/she has to make the decision or evaluation judiciously.

Nuances- *Nuances means shade of meaning or distinction which makes one thing differ from another.* Thus, we have nuances of drawing, photography etc. Nuances of speech could be inflection, intonation, accurately timed pauses, voice quality, pronunciation, pace/rate of speech etc.

Exposition- When explanation is based on facts, analysis and logic it becomes exposition. It is an essay or composition offering information on a topic, concept, process, or issue. Logic, facts, and examples support a thesis or main claim. For example- “The Rajya Sabha is to consist of not more than 250 members - 238 members representing the States and Union Territories, and 12 members nominated by the President. Rajya Sabha is a permanent body and is not subject to

dissolution. However, one third of the members retire every second year, and are replaced by newly elected members. Each member is elected for a term of six years.”⁶

Narration-Narration in simple words is the art of telling or narrating a stories. In movies we can see it in form of flash back technique. It is actually an accurate or systematic narration of an event. To be a good writer or speaker one has to be a good story teller. So, art of narration is important.

Description-Description means weaving pictures through words about a person, object or happening. In simple words it is a piece of writing or speech that describes a concept, topic ,an idea, subject, process or principle. Example-“ Towering at a height of 2,700 feet, the Burj Khalifa is currently the tallest tower in the world. With two observation decks, a Las Vegas-inspired fountain, nine of the city's best luxury hotels and multiple restaurants, this 21st-century architectural marvel must be your number one place to visit when in Dubai or even the UAE.”⁷

Competence- It is the ability or capacity to do something or complete a task or action.

Types of competence-

- **Effective business communication competence**
- **Grammatical competence**
- **Discourse competence**
- **Socio-linguistic competence**
- **Strategic competence**

1- Effective business communication competence-The ability to adjust to various communication scenarios and communicate effectively in the line of business communication is effective business communication competence.

2- Grammatical competence-Grammatical competence means ability to speak and write grammatically correct sentences.

3- Discourse Competence-The understanding to churn out written texts or speech properly is known as discourse competence. It is the ability to develop different forms of language such as lecture, speech, anecdote, essay, story etc with proper coherence and organization.

4- Socio-linguistic competence-It is the talent of using suitable language for a specific social situation or context. It also refers **Discourse competence** to socio-cultural contexts.

5- Illocutionary competence-The ability to send and get back deliberate and calculated meanings and messages.

6- Strategic competence-The ability to use barriers or break- down in communication process as an opportunity for discussion is known as strategic competence.

A good professional communicator knows how to use all these types of competence in the communication contexts.



Combination of expression and conclusion-Freedom to express ideas through the medium of words (written and spoken), pictures, typed text, codes etc. is the right of every individual and professional. However, a professional must not just know how to knit ideas well; he/she must also have the ability to wrap up or conclude the speech or write-up properly. It makes the discourse coherent and meaningful. If the ideas are not properly expressed or concluded it will bring a bad name to the professional as well as the organization he/she represents.

Solution of communication problems through verbal and non-verbal means-When communications happens there are bound to be hurdle and problems in the communication process. Of course, communication should be free from all sorts of errors. Solution of communication problems through verbal and non-verbal means can be done by-

1. Utilizing suitable communication tools-For proper communication at office one needs to have flawless infrastructure. This will create a smooth flow of communication.

2-Surveys, Suggestion Box, and Live Polls-Every professional wants to be heard. So, to lend a listening ear to your fellow workers surveys, suggestion boxes and live-polls can be utilized to overcome employee unrest.

3-Announcements, newsletters and notices- To communicate with umpteen number of people at workplace announcements, memos, notices and updates can be utilized.

4-Employee awards and recognition- Acknowledge the star performers through awards and certificates. This will motivate others also to perform well.

5-Make communication interactive-Involvement of everyone in the communication cycle makes them feel important. So, make the communication process interactive.

6-Encourage the employees to be active listeners.

7-Encourage employees to avoid time wasters-Time wasters like playing games and messaging on social net-working sites must be avoided.

8- Encourage employees to avoid e-mail overload.

9- Have appropriate body language.

Unit 5

- Code , Content , Response , Encoding and Decoding
- Pronunciation Etiquette
- Intonation
- Flow in Speaking
- Speech and Personality

Code -A *code* is an arrangement of changing the words in a message with some other words or some such other symbols, so that information remains confidential and no one can comprehend it unless one knows the system.

Content- It is the main subject matter or information in form of a magazine, story, television show, website, power-point presentation etc. For instance- the content of a computer class can be 'Programming with C', the content of a mathematics lecture might be 'Fibonacci sequence', The content of physics class could be 'reflection of light' etc. Whenever one finds a subject or subject-matter; one will always witness content.

Stimulus- The plural form of stimulus is 'stimuli'. To stimulate means to invigorate or to electrify a response. is a force that evokes or leads to a response, as in "Topping in the class test was the stimulus she needed to studying harder and maintain her position in the class." Stimuli are the forces that make us act or respond.

Response-It is the action, reaction or feedback.

Stimulus–Response- Usually people get to see a direct one-to-one stimulus-response action or reaction. A sudden change in the milieu is the stimulus triggering the reaction or response of the individual.

Encoding and Decoding-

Encoding- Mankind has been communicating through a process where encoding and decoding of messages takes place. The source or sender of the message is the encoder; he/she conceptualizes and sends the

message. An encoder uses a channel or medium to put his thoughts across to others. This channel can take innumerable forms such as an e-mail, a dialogue, a video call etc. represented Encoder should have the inkling as to how the message will be decoded by the receiver or the audience. Encoder must try to avoid barriers in the process of communication.

Decoding -When the receiver or the audience, receives the message and understands or interprets it 'decodes' the process is known as feedback. It is the procedure of understanding and decoding of the message.

The sender as well as the receiver of the message must try to avoid noise in the process of

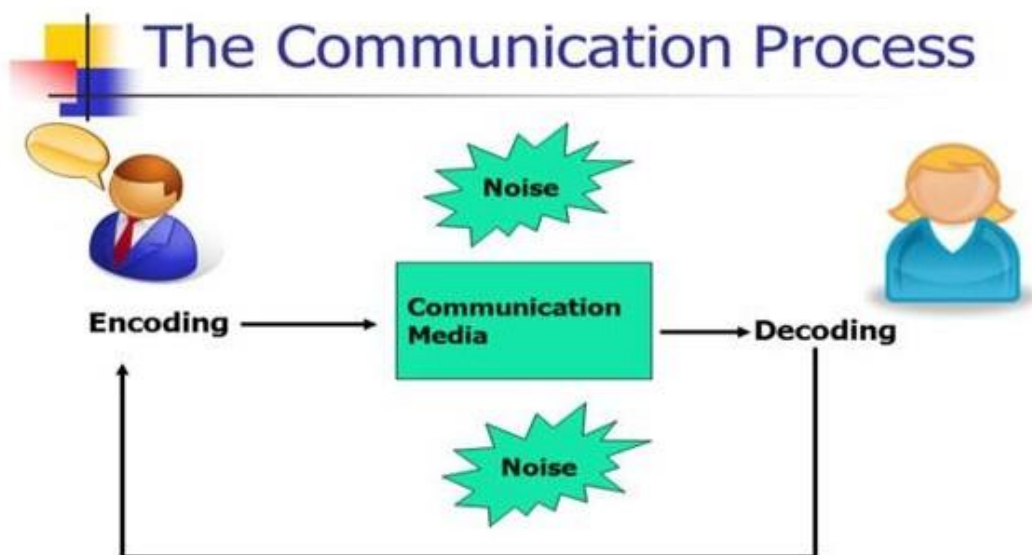


Figure 1.1. The communication process. Encoding, media, and decoding (Hawkins, 2016).

One can communicate through the medium of words or non -verbally (through sign language, facial expression etc.)

Pronunciation Etiquette -It is the manner in which a word is uttered in a language. Pronunciation means pre-decided and acceptable sounds' sequences used in speech (of a particular language). In case a word is uttered wrong according to the pre-decided sequence of sound it is said to be mispronounced. *Pronunciation Etiquette is the customary code of correct utterances of words.*

Guidelines to work upon and improve the pronunciation of words-

1-Consult real or online dictionaries for finding out correct pronunciation of words.

2-Record your word utterances and listen to them to check the pronunciation of words.

3-Don't speak very fast. If the rate of speech is very fast there are chances of mispronouncing words.

4-Visualize and listen to your utterances before actually uttering the words. This will help in reducing the errors one would make in pronouncing the words.

5-Pronunciation improves with practice. So, keep practicing this skill Stand in front of a mirror to see the placement of your tongue, lips, and shape of your mouth when you make certain sounds. Compare what you see with a video of a native-speaker saying the same thing.

6-Copy your speech coach.

7-Find a language friend with whom you can practice pronunciation.

8-Always pay attention to intonation and stress.

Syllable- "A syllable is a part of a word that contains a single vowel sound and that is pronounced as a unit. So, for example, ' book' has one syllable, and ' reading' has two syllables."² Similarly, there are trisyllabic

words. It means these such words have three syllables. Examples- beau-ti-ful, mo-tel etc.

Vowels sounds- Vowel sounds are sounds produced without any obstruction in the mouth and the vocal chords. These sounds are produced by the speaker comfortably without touching his/her mouth, teeth, tongue mouth palate. Vowels are of two types-

a-Monophthongs- Monophthongs are pure vowels produced without any obstruction in the mouth and the vocal chords. In the production of monophthongs the tongue doesn't glide from one position to another.

b-Diphthongs-According to Sethi and Dhamija when in the production of speech sound tongue glides from one position to another it is a diphthong or glide vowel.³

Vowels and diphthongs					
i:	see	/si:/	ʌ	cup	/kʌp/
ɪ	happy	/'hæpi/	ɜ:	bird	/bɜ:d/
ɪ	sit	/sɪt/	ə	about	/ə'baʊt/
e	ten	/ten/	eɪ	say	/seɪ/
æ	cat	/kæt/	əʊ	go	/gəʊ/
ɑ:	father	/'fɑ:ðə(r)/	aɪ	five	/faɪv/
ɒ	got	/gɒt/	aʊ	now	/naʊ/
ɔ:	saw	/sɔ:/	ɔɪ	boy	/bɔɪ/
ʊ	put	/pʊt/	ɪə	near	/niə(r)/
u	actual	/'æktʃuəl/	eə	hair	/heə(r)/
u:	too	/tu:/	ʊə	pure	/pjʊə(r)/

This chart of vowels and diphthongs has been taken from is taken from <https://bslearning.com/pronunciation-guide-vowels-diphthongs.php>⁴

Consonants-According to the official website of Britannica a consonant is “any speech sound, such as that represented by t, g, f, or z, that is characterized by an articulation with a closure or narrowing of the vocal tract such that a complete or partial blockage of the flow of air is produced.”⁵

There are 24 consonant sounds in English as represented by the English Hub consonant sounds chart shown below-

24 Consonant Phonemes / Graphemes					
Phoneme (sound)	Examples	Graphemes (written patterns)		Phoneme (sound)	Graphemes (written patterns)
/b/	ban <u>a</u> na, bu <u>b</u> bles	b	bb	/s/	s ss, ce, se, c, sc
/c/	car, du <u>c</u> k	c	k, ck, q, ch	/t/	t tt
/d/	di <u>n</u> osaur, pu <u>d</u> dle	d	dd,	/v/	v ve
/f/	fi <u>sh</u> , gi <u>r</u> affe	f	ff, ph, gh	/w/	w wh, u
/g/	gui <u>t</u> ar, go <u>g</u> gles	g	gg,	/x/	x
/h/	he <u>l</u> icopter	h		/y/	y
/j/	je <u>l</u> lyfish, fri <u>d</u> ge	j	g, dge, ge	/z/	z zz, ze, s, se
/l/	lea <u>f</u> , be <u>l</u> l	l	ll, le	/sh/	sh, ch, si, ti
/m/	mo <u>n</u> key, ha <u>m</u> mer	m	mm, mb	/ch/	ch, tch
/n/	na <u>i</u> l, k <u>n</u> ot	n	nn, kn	/th/	th
/p/	p <u>u</u> mpkin, p <u>p</u> ets	p	pp	/th/	th
/r/	ra <u>i</u> n, w <u>r</u> ite	r	rr, wr	/ng/	ng, n

Regular Alphabet Letters and Sounds

Advanced Letter Patterns and Sounds

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This chart of consonant sounds has been taken from is taken from English Hub a complete Guide to the 24 Consonant Sounds of English

Intonation _ Intonation in words of Daniel Jones are the “vibrations which take place in the pitch of the voice in connected speech”.⁶ It is the rising or falling pattern of an utterance. Intonation creates meaning due to rise and fall of voice. When the speaker tries to intone a sentence it is known as intonation.

There are three common tones-

1-Falling Intonation:- Falling intonation is found in completed sentences, commands and general questions which can not be answered by simply saying yes or no.

Examples-

- Who said that?
- Today is a cold day.
- I can't add anything more to it.

Rising Intonation-Rising intonation can be found in open-ended sentences uttered with some restrictions, in courteous requests, and in questions which can be answered by yes or no.

Examples-

- Ali enjoys playing hockey.
- Would you want a cup of coffee?
- When does the programme start?

Falling -Rising Intonation-

In this type of pattern of intonation the pitch first falls and then again rises. It is used to highlight contrast or comparison.

Examples-

- You are good but he is bad.
- She likes reading I like writing.

Flow in Speaking- For any speaker it is very important to maintain flow in speech. For this purpose, the speaker will have to plan the content of speech and also rehearse speech umpteen number of times before the actual delivery takes place.

To maintain the flow in speech one must-

- Take adequate pauses.
- Stick to the bullet points.
- Let the speech flow according to audience expectation.
- Be Confident.
- Utilize inflection and intonation for desired effect.
- Link the thoughts in speech with content effectively.

Speaking with a purpose-

Every speech, lecture or presentation is conceptualized, prepared and executed with a specific purpose in mind. A good speaker must have the ability to suit his/her content and style of delivery with the purpose of speech. The purpose of speech will vary from situation to situation.

Examples- influencing the audience, moulding the opinion of key audience, entertaining the audience, enhancing the knowledge of the listeners etc.

When one speaks with a purpose he/she must-

- a-Use inclusive language (replace I and me with we and us)
- b-Adjust according to the mood of the audience.
- c-Adopt one's natural style of speech delivery
- d- Try to communicate clearly.
- d-Make the speech interesting.

Speech and Personality-

Speech and personality go hand in hand. One can't expect an introvert to be a very effective or confident speaker. Similarly, people would consider a suave, confident and successful professional to be a confident and effective speaker. So, speech can never be taken away from the personality. Hence, it is required of every professional to cultivate a distinct and charming style of speech for himself / herself. A style of speech that suits his /her personality. The more one reads the better ideas he/she will get to include in his/her speech.

Professional Personality Attributes:- Professionalism at workplace is imperative. Each line of study or each type of profession requires some basic attributes or characteristics from the professional. Some of the basic professional attributes are listed below-

1-Empathy-It means understanding of the feelings and emotions of other people. Empathy helps people to understand, encourage and support their colleagues as and when required.

2-Considerateness- It is the characteristic of being kind and thoughtful towards other people. A perfect boss must always be considerate and altruistic by nature.

3-Leadership- Leaders are people who show others the right path. They are the role models. They show to other how to complete tasks within the given time. Leaders are always the people who guide and influence their team-mates or group members. Leaders are courageous, wise and far- sighted.

4-Competence- **Competence** is the ability to do a task, perform a role or complete the work assigned. Competence can be of many type-

- Technical Competence

- Administrative Competence
- Ethical Competence
- Productive Competence
- Personal competence