



AKTU Syllabus : Unit-5



❖ Digital Communication and Personality Making:

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



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❖ Content Creation –

- **What is content creation** - Content creation is a very creative and innovative process, that involves following steps –
- Identifying a new topic on which you want to write..
- Deciding which form you want the content to take (in form of blogs, you tube, email, podcast and the like....)
- formalizing your strategy
- Ultimately produce the content...
- Hence we may say that content creation is the process of creating various forms of media, that appeal to your target audience. It needs planning, designing and sharing digital content on social platform.



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❖ Goal of content creation -

- To engage and connect the audience
- To inform ,update and upgrade the audience.
- To instruct the audience.
- To convince and persuade the audience.
- To motivate , influence and inspire the audience.
- To entertain the audience.
- Besides these, good content builds brand awareness, engagement, loyalty and helps achieving marketing goals in the digital era.



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❖ Utility of content creation -

- Content creation is the ultimate inbound marketing practice. The utility of content creation lies in the fact that almost **40% of marketers** say content marketing is an essential part of their Marketing strategy.
- 81% say that the company sees content as a business strategy.
- B2B marketers have data that says content marketing is a successful tool for nurturing **leads(60%), generating revenue (51%),** and building an **audience of subscribers (47%).**
- And **10%** of marketers who Blog, say it generates the **biggest** return on investment.



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❖ Forms of content creation -

- Text
- Images
- Videos
- Email
- Podcast
- Gifs
- Animated series
- E-Newsletter
- E-books
- Blogs etc...



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- **What is E-Mail-*** E-Mail is the full form of electronic mail. It is a kind of message, sent through the internet.
- **History of E-Mail** - The first e-mail was created by **Ray Tomlinson in 1971**.
- In 1776, Queen Elizabeth sent an email and became the first monarch to do so.
- **Types of E-mail** - There are **16** types of E-mails, some of these are-
 - Newsletter E-mail
 - Survey E-mail
 - Lead generation E-mail
 - Confirmation email
 - Discount Email
 - Promotional E-mail
 - Curated Content E-mail.....



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❖ Content creation for emails –

Content creation for emails is a crucial aspect of email marketing and communication. Some guidances are:-

- Subject Lines are Important. So keep your subject line self-explanatory., attention-grabbing.
- Email content should be clear and transparent.
- Use Bullet Points and Highlight Calls to Action.
- Keep it Short, brief, and to the point.
- Don't Muddle Content.
- Be Collegial.
- Watch your tone. It must sound sweet, mannered and sophisticated.



Avoid too many Exclamation Marks. Helpline Number 7455961284

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- No emojis should be used.
- Avoid Quotes, That Could Be Offensive to Others.
- Incorporate visuals like images, graphics, and videos to enhance the appeal of email. Also, ensure that visuals are relevant to the message.
- **What is Webinar** - The word webinar is a blend of **web** and **seminar**.
- A webinar is an interactive online event, where a group of participants can listen to a speaker, who delivers a presentation or seminar, by sharing their remote screen.
- **History of webinar** – The Webinar started in 1996.
- **Types of webinars**- There are generally four types of webinars-
- Live webinars, Automated webinars, Hybrid webinars, On-demand webinars.



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- **Content creation for webinar** - Webinars are an effective means of engaging with a remote audience, sharing knowledge and achieving specific objectives. Following are the tips to design content for webinars-
- Define the objective and expected outcomes of your webinar.*Get to know your audience. Be aware about their demographic like age, sex, cultural, cultural background, level of understanding, liking, disliking, needs, priorities and the like.



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- Create research full, informative, easy, and engaging topics. Say in metered and measured time, what you want to say.
- Draft a compelling narrative for your webinar. Use storytelling techniques to engage your audience and keep them interested throughout the session.
- Structure your content with a clear introduction, main points, supporting examples, and a memorable conclusion.
- Practice your webinar content and have rehearsals multiple times before the live event.
- Go multimedia. Be passionate and creative.



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❖ Content creation for podcast –

- **What is Podcast** - A podcast is a digital audio program consisting of a series of audio episodes, that one can download or stream from the internet.
- **History of Podcast** - In its earliest form, it was called audio blogging. In 2004, Ben Hamersley first used the term podcast to describe this content.
- **Types of Podcasts –**
 - Interview podcast
 - Conversational (co-hosted) podcast
 - Educational podcasts,
 - Podcasts have become a popular medium for sharing information, entertainment, motivation, and stories, biographies, autobiographies.



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➤ Content creation for podcast –

Content creation for podcast is an ongoing process that combines creativity, story telling, technical expertise and audience engagement. Following are the tricks and tips to make your content for podcasts

- Talk about things your audience is interested in.
- Invite unique experts onto your show.
- Create a script or atleast outline for each episode. This would help you to stay on the track.
- Be relatable.
- Keep the length of the episode concise and entertaining.
- Think about what you want to say before you start recording.



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- Be engaging. In addition to be more informative, your content should also be engaging. Noone wants to listen to a boring podcast.
- Get feedback after each episode and get to know what they liked and did not like. Utilise that information to improve future episodes.
- Invest in good quality audio equipment and editing software to ensure clear and professional sound. Audio quality is essential in podcast for retaining and attracting listeners.
- Pay attention to voice delivery. Speak clearly, vary your tone and use voice modulation by using proper pitch, rhythm, rate ,pace and Intonation.
- Release episodes regularly.
- Focus on your target audience. Tell lots of stories.
- Help your audience take the next step.
- Ask your listeners questions and report their responses.
- Stay on topic and don't wander too much.



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❖ Content creation for blogs-

- **What is a blog-** A Blog (short for “web-blog”) is an online journal or informational website run by an individual, group, or corporation that offers regularly updated content about a topic. It presents information in reverse chronological order and it's written in an informal or conversational style.
- Blogs are sources of providing rich information and gradation of knowledge. A blog post should be entertaining, inspiring, and informative.
- **History of Blogs-** The first blog is believed to be Links. net. It was created by **Justin Hall** in **1994**.



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- Since the term blog was not yet used, so he simply called it his personal homepage.
- Credit of being India's first professional blogger goes to Amit Agarwal.
- **Types of Blogs -**
 - Food blog
 - Travel blog
 - Business blog
 - News blog
 - Movie blog
 - Personal Blog
 - Political Blog and the like....



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Content creation for blogs - Effective content creation for blogs require a blend of creativity, research, writing skills, and technical skills too. Following are the tips to design effective blogs-

- Keep current topic in your discussion.
- Know your audience in and out and offer them what they exactly want.
- Conduct keyword research to identify popular and relevant keywords and phrases related to your chosen topic. These key words can help improve the discoverability of your blog post through search engines.
- Gather qualitative content after proper research to provide depth and credibility to your blog post.



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❖ Effective Ethical Use of Social Media by Text and Technique –

- **What are Social Media Ethics-** Social media ethics refer to a set of moral principles and guidelines that govern the behavior of individuals and organizations while using social media platforms. These ethics are designed to ensure that users of social media platforms conduct themselves in a responsible, respectful, and ethical manner.

Some of the elements that should be taken into consideration while using Social Media are:-

1-Transparency- Transparency is essential, in business and life. Ethically speaking, you should always share information that you feel will help others. From the point of view of etiquettes, you should always say who you are, mention your affiliations, and be clear about your intentions. That is proper behavior.



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- **2. Privacy** - Privacy is one's right. User's privacy should be maintained. It is must to seek user's concern before publishing their personal information. Their dignity should not be disturbed in any case.
- **3. Respect**- Users should be given proper respect. Harsh and rough language, negative criticism, abusive and offensive language, attitude and behavior should be avoided strictly. Be respectful and polite instead.
- **4. Authenticity**: Ethical social media marketing requires honesty and authenticity. Avoid tactics like inflating follower counts or using fake reviews. Provide accurate information and be transparent when a product has risks for children. Supporting businesses with fair practices is valued by consumers.



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- **5. Accountability-** Users of social media platforms should be accountable for their actions and should be prepared to accept the consequences of their behavior.
- **6. Clarity-** Content should be clear. There should not be any ambiguity. Expressions should be clear in one go. There should not be any hidden meaning or double meaning in it.
- **7-Brevity-** Content should be concise and brief. We should be direct and short in whatever we are expressing.
- **8-Do not Compromise data-** Buying and using user data to fuel your social media marketing campaigns is an ethical gray area.



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- But never reveal or exploit personal data through social media. That's very bad business ethics. Instead, try to build your audience and followers organically so that you can build up a strong market for your business.
- **9- Be Unbiased** – Eliminate biased, and inclined approach. Maintain an even and balanced presence online. This means steering away from sharing any political, cultural, or religious preferences, or opinions. By nature, these are sensitive topics. One potentially biased tweet can cause your brand to lose many followers and customers.
- **10- Get to know your audience** - Designing and implementing a successful marketing campaign is about knowing who your target audience is, what their needs, requirements, priorities, and interests are.
- Demographics inform the type of content that you'll share. This will result in a higher likelihood of engagement.



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- **Some other Tact's, to make effective ethical use of Social Media by Text and techniques-**
- 1-Be careful with humor and sarcasm. Healthy humor should be introduced. The tone and manner should not be fake and sarcastic.
- 2-Dont overuse of signatures, watermarks, and taglines.
- 3-Do not use all capital letters while typing.
- 4-Do not be too formal or too informal. Maintain a moderate approach.
- 5. Do not use fake or false thumbnails,titles.



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❖ Speech And Personality –

- “A wise man speaks because he has something to say, a fool speaks because he has to say something.” ..
- One of the prime factor that decides our personality is our speech.
- Speech is the ability of a person to communicate with others effectively.
- Speech is important in personality development. Following are the points to prove the fact about the impact of speech on Personality:
- 1-Our first impression is the last impression, likewise, the first word that we utter from our mouth is enough to give others an idea about our personality.



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- 2-Today is the age of science and technology and everyone is badly busy. In this scenario, if a professional speaks in a metered and measured tone, being precise, up to the mark, to the point, without beating about the bush, coming directly to the point...it is enough to give others an idea of the decency of your personality.
- 3-If a person is confident enough, smart, and open enough to put forth his expressions, his personality will shine and he will leave an indelible impression on other persons, with whom he meets and interacts.



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- 4-Our perception towards others should be unbiased, impartial, unprejudiced. This balanced approach in our speech will give a height to our personality. In the same way stress on constructive feedback and avoid negative criticism.
- 5-If a speaker is having clarity of purpose and he speaks, judging about the needs, priorities, cultural and academic background, their commonsense, their liking , disliking, and interest and also of their age, gender and the like he would definitely be a success speaker and it would give an establishment to his personality.



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❖ Personality Analysis and Types of Personality -

- **What is personality analysis** -Personality analysis is to analyze and evaluate core qualities, including reliability, determination, confidence, gentleness and the like of an individual.
- **Purpose of personality analysis –**
 - To find out the weaknesses and strengths of one's personality.
 - *To see the changes in one's personality.
 - To assess theories, to examine which one therapy would affect which one type of personality...



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Types of Personality

- **(1) Perfectionist** - Such persons have high standards and expectations. They are driven by a desire to be accurate, systematic, and correct always.
- They have self-worth or self-esteem that is contingent upon success.
- They attach their worth to their performance and achievements.
- They believe that they either win or lose, and there is no middle ground.
- The fear of not being liked makes it hard to say no to others.
- They do not easily ask for help and show their vulnerability.
- They do not tolerate mistakes, neither of others nor their own.
- Small problems in a relationship, sometimes turn into huge fights or even breakups.
- Such persons stay in their own comfort zone.



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- **(2) Helpers-** Helpers are people oriented individuals. They derive satisfaction by assisting and helping others.
- They are often selfless.
- They find pleasure and satisfaction in helping others.
- They find a way out to help others.
- They are humanistic by nature.
- They value others, and seek out a way to nurture others around them.



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- **(3) Achievers** - The Achiever, is a personality type focused on accomplishments and success.
- They are competitive and able to tolerate a lot of stress.
- They are painstaking, anxious, systematic, and conscientious people.
- They seek out challenges. Challenges for them are like opportunities.
- They are goal-oriented and ambitious. They perform work, going out of the box, in a highly creative, original, and innovative way.



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- **(4) Romantics** - They are creative by nature.
- They have uniqueness.
- They are always cheerful however hard, tough, and unmanageable the circumstances may be.
- They love work. Working for them is not a burden. Rather it soothes them, re-energizes them, and with refreshing energy, they do it with full perfection and taking full interest and zeal.



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- **(5) Observers** - Such persons tend to be Insightful, innovative, and independent.
- Often ahead of their time, they see the world in new and unique ways.
- They are most in touch with what occurs in front of them in the present. Past and future matters for them only for making the perspective of how these affect their present. They learn from the past and make preparations, strong planning as well as strategies to make their future bright and promising.



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- **(6) Asserters** - They tend to be very self-confident.
- They know how to control negativity and also to fight against tough and unmanageable circumstances without feeling pressurized.
- Asserters have a natural abundance of energy.
- They utilize their energy to protect those, who are weaker and the needy.
- They love truth and justice and will defend these values at all costs.
- Asserters play hard and work hard.
- **Many heads of state have been asserters, as Indira Gandhi, Pablo Picasso, Mike Ditka.**



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- **(7) Adventurer** - Adventurers are introverted, creative, curious, and spontaneous.
- They possess a 'go with the flow' mentality.
- They are warm, friendly, and caring with their close ones but, after socializing with people, they need dedicated alone time to recharge their energy.



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- **(8) Peacemakers** - They are gentle and kind enough to maintain harmony, and unity with everyone. They avoid conflict and strife.
- They are cool and patient enough to resolve conflicted circumstances.
- Peacemakers aim to be the glue, that holds the entire group together- whether they are with friends, family or colleagues.
- They acknowledge and appreciate the efforts of others.



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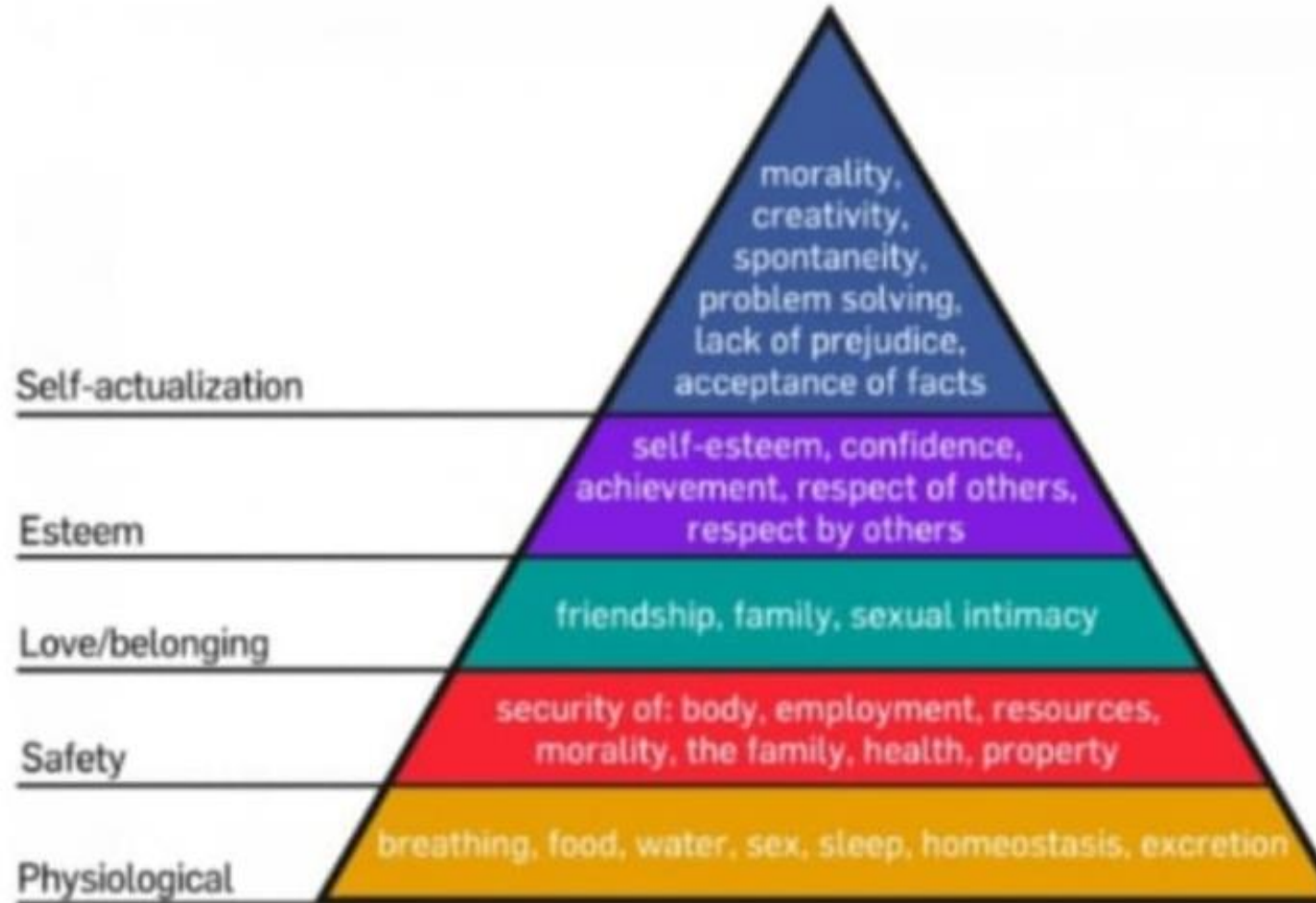
❖ Concept of Personality –

- Abraham Maslow
- It was first introduced by Abraham Maslow in **1943** for his paper titled "**Theory of Motivation**" and is based on a **hierarchy of needs**, which starts with the most basic needs and subsequently moves on to higher levels.
- Maslow's hierarchy of needs is displayed **like a pyramid** with the most fundamental need at the bottom, while the highest on the top.



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- The original Maslow's hierarchy of needs has five-staged models, and it is briefly explained below:-
- **Stage 1 – Biological and Physiological Needs-** Air, Water, Food, Warmth, Shelter, Sleep and Sex.
- **Stage 2 – Safety Needs-** Freedom from Fear, Protection from Natural Elements, Law and Order, Security and Stability.
- **Stage 3 – Love and Belonging Needs-** Love, Friendship, Affection, Trust and Acceptance, Intimacy, Receiving and Giving, Affiliating and being part of a Family or Friends or Work.



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- **Stage: 4- Esteem Needs-** Self-Esteem, Independence, Mastery, Dominance, Achievement, Prestige, Status Self-Respect
- **Stage: 5 – Self - Actualization Needs-** Self-Fulfilment, Seeking Personal Growth and Realizing Personal Potential.
- **However, in the 1960s and 1970s, the five-stage model was extended to an eight-stage model, and the following are further added-**
- **Stage: 6 - Cognitive Needs** - Exploration, Curiosity, Understanding and Knowledge, and Predictability.
- **Stage 7 - Aesthetic Needs** - Search for Beauty, Appreciation, etc.
- **Stage 8 - Self-Actualization Needs-** Rich Experiences, Self-Fulfillment, Realizing Personal Potential and Seeking Personal Growth.



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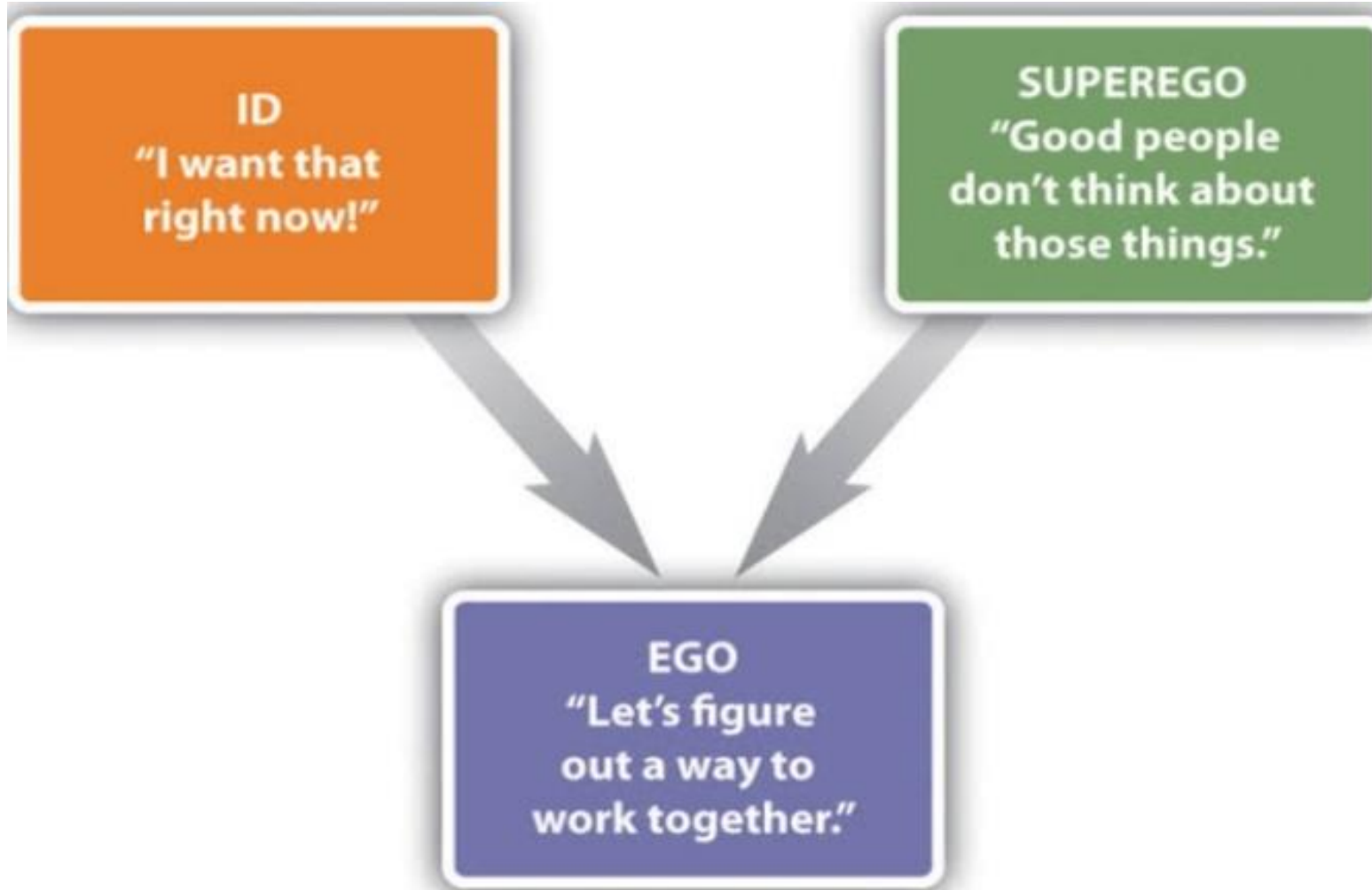
❖ Concept of Personality –Freud

- In simple terms, Sigmund Freud's theory suggests that human behavior is influenced by unconscious memories, thoughts, and urges. This theory also proposes that the **psyche comprises three aspects: the id, ego, and superego.**
- **Id represents - instincts, Ego presents Reality, Superego presents Morality**



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- **The Id:** Contains innate biological instincts and desires. When the id achieves its demands, we experience pleasure, and when it is denied, we experience 'un-pleasure' or tension.
- The id is very important early in life because it ensures that an infant's needs are met. If the infant is hungry or uncomfortable, they will cry until the demands of the id are satisfied. Young infants are ruled entirely by the id; there is no reasoning with them when these needs demand satisfaction.



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- The Id is not affected by reality, logic, or the everyday world, as it operates within the unconscious part of the mind.
- The superego: internalizes societal rules and morals. The superego tries to perfect and civilize our behavior. It suppresses all the id's unacceptable urges and struggles to make the ego act upon idealistic standards rather than on realistic principles. The superego is present in the conscious, preconscious, and unconscious.



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- **The ego:** mediates between the demands of the id, the superego, and reality. The ego functions in the conscious, preconscious, and unconscious mind.
- The term ego, actually is often used informally to suggest that someone has an inflated sense of self.
- However, ego in personality has a positive effect. It is the part of your personality that keeps you grounded in reality and prevents the Id and superego from pulling you too far towards your most basic urges.
- Having a strong ego means having a strong sense of self awareness.



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❖ Concept of Personality -Swami Vivekananda

- Swami Vivekanand says, "The greatest sin is to think yourself weak." He also says "All power is within you; you can do anything and everything. Believe in that, do not believe that you are weak."
- He also says, "You cannot believe in God until you believe in yourself."
- Hence Swami Vivekanand opines that each soul is potentially divine. The goal is to manifest this Divinity within by controlling nature, external and internal. Do this either by work, or worship, or mental discipline, or philosophy- by one, or more, or all of these- and be free.



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- So, Swami Vivekananda's personality development starts from the mind, not from the body.
- According to Swami Vivekananda, the mind acts as our enemy, whereas a trained mind acts as our friend.
- Swami Vivekananda gave three golden rules-
 - (1) Who is helping you- do not ever forget them.
 - (2) Who is loving you- do not hate them.
 - (3) Who is believing you- do not cheat them.



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- He told five dimensions, which are as under-
- **Physical Self- A healthy mind in a healthy body** is the principle of the physical self.
- According to him, bodybuilding and proper exercise boost not only one's physical strength but also the moral strength.
- He even said once, **"It would be better to play football than to read The Geeta."**
- **Energy Self-** In this, he emphasized that well-regulated breathing brings solace to the mind and boosts energy.



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- Feeling of intolerance, impatience, anger, anxiety can be effectively controlled by the energy self.
- **Intellectual Self-** Swami Vivekanand says, "Fill the mind with high thoughts, highest ideals, place them day and night and out of that will come great work."
- Man has been gifted with the wit and intellect. This gift, according to Swami Vivekanand, should be properly cultivated and nurtured.
- **It can be nurtured and stimulated by reading good literature, biographies, science and fiction.**



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- **Mental Self-** It is obvious that a strong mental self is mandatory to develop personality.
- The mind, by nature is flighty and restless. It wanders here and there and makes us deviate from our target, objectives.
- **Hence, regulation of mind is must for everyone.**
- **To regulate mind, one should practice concentration and try to be calm and patient in all circumstances.**



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- **Blissful Self-** It is also known as **anandmay kosh**. It is the ultimate goal of mankind.
- To be a man of personality, one has to reach this stage, where only bliss or Anand prevails, no matter whether there comes moments of hardships or happiness.
- He, who has reached this stage can face the world with a smile and be a perfect personality.



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❖ Concept of Personality -Jung

Carl Jung is a Swiss psychologist (1875-1961), who is best known for analytical theory and the two compartments of the unconscious.

Carl Jung believed that there are four functions that control the way, people view and act in the world.

These functions are - thinking, feeling, sensation, and intuition.

Extroversion - Often associated with an outgoing, talkative personality. However, Jung refers to extroversion as moving one's energy to the external world, outside of the self.



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- **Introversion:** Often associated with a quiet, reflective personality. Jung refers to introversion as moving one's energy internally, within the self.
- Apart from that, he narrated 4 archetypes –
- **(1) Persona-** The different masks, we wear in a social context. Sometimes, we are mothers, and sisters at other times we are teachers, wives, and so on.
- **(2) The shadow** - Jung believed that we all have two sides- the light side and, the dark side.
- The dark side is what we choose to repress-this is our shadow.
- These are the aspects of our personality, we do not appreciate or are not even aware of.



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- **(3) Anima-** The anima is a reflection of the opposite gender ideal.
- **The anima represents feminity in a man's psyche.**
- **(4) Animus** - Animus represents masculinity in a woman's psyche



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❖ Personality Assessment –

- **What is Personality Assessment** - Personality assessment is a process of evaluating and measuring an individual's personality traits, characteristics, skills, potential and behavioral tendencies. It helps to develop a deeper understanding of how a person thinks, feels, reacts, and behaves in various situations.
- Personality assessments are used in **psychology, counseling, education, and recruitment** for various purposes such as career **planning, team building**, individual development, clinical diagnosis, and the like....



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- **Personality Assessment theory/tool –**
- **The - MBTI** was first developed in the **1940s** by **Isabel Briggs Myers** and her mother **Katharine Cook Briggs**.
- **The Myers-Briggs Type Indicator (MBTI)**—also referred to as the “Myers-Briggs personality test” or simply the “Myers-Briggs test”—is a ***self-reported questionnaire**.
- **MBTI** is rooted in **Carl Jung’s theory of psychological types**, which categorizes individuals based on ***four dichotomies**.
- **There are *16 personality types in the MBTI**. Introversion-extraversion is represented by I or E, sensing-intuition is represented by S or N, thinking-feeling is represented by T or F, and judging-perceiving is represented by J or P. Thus, there are some types such as INTJ, ESFP....



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- **Introversion** - extraversion is represented by I or E
- **Sensing** - intuition ID represented by S or N
- **Thinking** - feeling is represented by T or F
- **Judging** - perceiving is represented by J or P.
- **Thus, there are some types such as - INTJ, ESFP....**



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