

UDAY KUMAR MISHRA  
\* Professional communication \*

Transferring ideas from  
one person to a group of  
persons/person.

## 5 Modules

### Module 1: Basics of communication

Communication: ~~(Sharing)~~ thoughts/messages/meaning  
Transferring ideas, through language  
(signs or symbols)

- signs/symbols could be pictures, lights etc.
- communication through language is linguistic communication.
- Body language is ~~also~~ also one aspect of our communication. It is non verbal communication.
- We have two modes of communication:
  - Verbal (communication through use of language)
  - Non-verbal (spoken)
- Verbal is not limited to speech. It can be written as well.
- words are kind of a symbol. (written or spoken)
  - graphical symbol
  - sound symbol
- ~~size~~ linguistic signs help in communication.

- Body language include eye contact, use of hands etc
- Nonverbal cues are a part of verbal communication.
- They help in effective communication.
- Supra segmental features → language used by us have two features
  - (i) Segmental : units of sound
  - (ii) Supra Segmental features : Tone, stress, intonation, (rhythm), pauses
- They are not considered as units of sound but they do add to meaning when we communicate. process
- A communication is always a Two-way communication.
- A communication is always a process of encoding and decoding b/w
 

Sender (Speaker) (Writer)	<u>and</u>	Receiver (Hearer) (Reader)
---------------------------------	------------	----------------------------------
- When we send a message → coding or encoding meaning
- encoding & decoding
- ↓  
Two way communication is established through these two processes

⇒ Essentials of effective communication:

- clarity of ideas and thoughts
- simplicity and plain simpler → more effective
- brevity (brief) (for answers in exam)
- conciseness
- Avoiding use of jargons
- Avoiding Verbiage (too much dormatitio in lang.)

- Avoiding repetitive vocabulary
- Avoid use of slang
- Your preference should be for active voice.
- Take good pauses

⇒ Body language (Kinesics):

- Appearance
- Gestures
- Eye contact
- Facial Expressions
- Use of time (pauses, short pause, long pause)
- Movement of hands/legs

⇒ Chronemics: use of time in speech

⇒ Proxemics (Space): use of space/distance b/w speaker and listeners

⇒ Haptics: use of touch

⇒ ~~Haptics~~ Olfactis: use of smell

⇒ # INTERVIEW IN G1 (Module 2)  
(as a skill)

principles and skills, Fundamental Principles, success in interview, Types of Interview

Interviewer(s)  
(board)  
person conducting  
the interview

Interviewee  
candidate who appears for  
the interview

- \* Interview → a skill
- two way communication
- asking questions and answering questions

## Purpose/Aim of Interview : (assessment)

Vikha amuly

- To judge the ability of candidate
  - (knowledge)
  - (aptitude)
- (and also their personality)
- To find out suitability of candidate

" An interview is a conversation with a purpose. It aims at getting truthful response from the candidate. It is a formal interaction b/w two parties(individual or individual or individual and group) that helps to accomplish specific goals by asking and answering specific questions.

=) Non verbal things for interview :

- ① Appearance → Body language, posture, confidence, tone, ease, control over voice
- ② Anticipating questions & preparing answers (Research)
- ③ Dealing with difficult questions
- ④ Managing stress (by being cool/polite/humble)

# \* Interviewing

## \* Types of interview :

As per the need/situation -

- job interview / selection interview (Resume)
- Admission / Appraisal (aptitude & attitude)
- Stress / Grievance Interview
- Exit Interview (when you're leaving the job)
- Media Interview
  - press release by an agency
  - to make a public statement
  - it can be internal/external

As per the format -

(i) Structured Interview  
(pre-prepared questions)  
(determined)

internal : related to  
external : outside  
business

(ii) Formal Interview

(iii) Objective

(iv) Consistency

(v) Rigidity

(vi) less flexible

(vii) Free from bias  
(there can be evaluation)

(i) Unstructured Interview  
(open-ended questions)

organisation  
of organisation; on current issues.

(ii) Informal Interview

(iii) subjective

(iv) Inconsistency (free flow)

(v) No rigidity

(vi) Flexible

(vii) Biased

There is another type of interview i.e. through phone. (audio visual or teleconference.)

Advantages : ① can be done anywhere  
② easily accessible

Disadvantages: ① Interviewee can escape the questions  
② can may not be authentic

\* One to one interview: single interviewer and single interviewee

- Conversation b/w the two is open and relaxed.
- In-depth and detailed.
- Limited perspective and approach.
- Can be biased.
- Subjective

\* Situational Interview: It is based on a hypothetical scenario or real life situation.

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for Midsem: (short notes of 5-6 marks) (1st two modules)

- Definition & principles of interview
- Conditions for success in interview
- Types of interview as per <sup>for</sup> need ~~for~~ / situation and as per <sup>for</sup> format (diff. b/w structured and unstructured) including advantages & disadvantages
  - (a) Also phone/ teleconferencing interview
  - (b) One to one interview
- Aspects & process of communication
- Encoding & decoding
- Verbal & Non-verbal (short notes)
- Essentials of an effective communication
- Barriers in effective communication

## Verbal (using language)

Non verbal

Non-linguistic

### Spoken

- Speech
- Lecture
- Presentation
- Face to face conversation
- Interview
- Group discussion (G.D)
- Debate (arguing)
- Talking on phone

### written

- letter
- memos
- e-mails
- applications
- Notes
- SMS
- WhatsApp
- Facebook (SM)
- Articles

## ⇒ Communication :

(Depends on use of language & mode  
of communication & place,  
person)

### Formal      Informal

### Casual

→ Read essentials of communication

\* Communication (verbal) should be semantic.  
(at level of meaning)

→ Your agent should be understandable not physiological

\* physiological conditions (barriers in communication)

↳ stammering, dyslexia, unintelligible accent,

uncomfortable environment → physical

psychological → state of mind of sender and receiver

There can be cultural barriers too,  
(because of opposite beliefs)

Organizational barriers → Rules/regulations and etiquettes of every organization are diff. for making communication. If you don't follow those rules, communication is disturbed.

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## \* GROUP DISCUSSION \* (GD)

→ Methodology of group discussion

→ Improving Group performance

\* GD: It is a formal method of communication for any kind of professional or business issues.

↳ Members of an organization sit together to discuss certain issues/problems.

↳ To find a solution ↳ Interchange of ideas.  
↳ It is a purposeful, interactive exchange of ideas. ↳ because it is done  
exchange → b/w two people with more than two people

↳ Size can be (8-20) but Ideal size is 10.

→ Aim of group discussion: → arriving at an agreed opinion/sol<sup>n</sup>

"Disagree to agree" ⇒ Group Discussion

It is obligatory to arrive at a unanimous decision.

- \* Gr.D. purpose is to persuade people who don't agree to a particular sol<sup>n</sup> that is accepted by majority.
- \* Gr.D. is a guided, orderly interchange of thoughts.
  - ↓ generally by a chairperson or panelists who don't interfere in the group discussion and only observe the Gr.D. and judge your team management and communication skills
- \* Team spirit should be maintained for a successful Gr.D.
  - to judge communication skills → aptness & appropriateness of language
    - decency of language
    - Non verbal cues
- \* the more skilled you are at persuasion, the more successful you are at Gr.D.

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- Gr.D. is an interchange of ideas and thoughts to arrive at agreed conclusion.
- consensus: Agreed. A unanimous agreement in a meeting or in Gr.D.
- gn Gr.D., despite disagreement, there is a point of agreement.
- It is to always provide sol<sup>n</sup> to the problem or an issue. Issue can be political, meeting, organizational etc.

- G.D. is not a one man's show, all the members have ability.
- There should be involvement of all members in decision making.
- Some one should not dominate others by argument, voice.
- Persuasion → Pursuing others to agree.  
Purpose of arguing is to convince others.

### Rules →

- (i) The panel, chairperson is not to interfere in the discussion.
- (ii) chairperson making an introduction /mooting (presenting) the subject matters for discussion.
- (iii) The panel is there to judge the skills/ ability of participants and to announce the time limit (allotment of time)
- (iv) The panel has jurisdiction to cut short or extend the allotted time.
- (v) The panel can signal the end of G.D.
- (vi) They (panel) announce their expectations.
- (vii) Guidelines are given before the start of discussion.
- (viii) Panel initiates the discussion.

- \* In a debate, for/against is not for arriving to an agreed conclusion whereas in G.D., for/against is for reaching consensus.
- \* Panelists evaluate on the basis of team playing skills i.e. team management, communication skills, knowledge on subject matter, ability to argue, persuasive method and on the agreed idea (should be feasible/acceptable)  
(also your etiquettes/manners will be judged)

20/30 lines (short notes) → 15 marks

MCQ → 15 marks

↓  
no reasons allowed (needed)

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(anger is not appreciated)

- Your politeness/humility/coolness are appreciated in a G.D.
- If you lose your temper, your participation is undermined.

✓ If you are pessimistic, that is considered a drawback. Your attitude should be positive and healthy. Negativity can result in a negative consensus and then panel will look for a consensus that is agreeable to all.

✓ The agreed idea/conclusion should be feasible and workable.

- A member of GID is the initiator of the discussion by making out a case and presenting certain important views and points.
  - The initiator may have to explain the issue.
  - Every member of GID is an information seeker through questions, arguments, their respective POV's.
  - Every member of GID is an Information giver.
  - Member of GID can be a procedural facilitator (every member has the right to argue to accept or reject your POV)
  - Every member of GID is a clarifier. (clarifying one's POV and to convince others)
  - Every member of GID is a tension reliever. (through polite arguments and persuasive style, you can relax others and the atmosphere easy)
  - Every member of GID is a compromiser. (Interfering b/w two members who are at odds with each other and resolve their argument)  
(YOU SHOULD INTERFERE ONLY WHEN IT IS NECESSARY)
  - Every member of GID should be countering arguments by doing verbal attack with confidence. (without being aggressive and violent)
- ROLES OF MEMBERS IN A GID

- You can't be a silent observer in a Gi'D. Your active participation is always appreciated.
- Other members have a role to encourage the sleeping members to take part in the discussion.  
(teamwork)

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## ⇒ Methodology / Techniques of Group Discussion :

### ⇒ GENERAL TECHNIQUES

#### • Initiation of group discussion by panel.

(by putting forward the topic)  
of Gi'D.

This initiation is further taken up by members.

- Stimulating the discussion (done by members) by asking intelligently questions in a manner which invites opinions or views of members.

the person asking questions should be clever in a manner that involves other.

#### • Inviting opinions / viewpoints of others.

(by addressing someone and asking them directly)

here this can be done: individual to individual OR individual to group

There are diff. phrases you can use to invite opinions like → (i) I would like to know your POV.

(ii) Do you agree with my POV.

(iii) My fellow co-workers, you are welcomed to present your views on this.

You can weigh the pros and cons of the issues.  
(discussing the negative & positive aspects can help shape your narrative)

- Joint consultation: Through joint consultation, with other members we can arrive at a proper and fruitful solution. For arriving at an acceptable sol<sup>n</sup>, (that is accepted by everyone)

→ some other techniques that are adopted sometimes based on situation:

- Case Study Method:

This technique is adopted based on certain facts/circumstances within a group or social organization. (these facts are analysed in the discussion)

(some data is provided by organization based on which a decision is made in the discussion)

- Demonstrating Method:

In this method, members of group are asked to re-enact or present the real/actual situation to be discussed without prior preparation. (make members be aware of that situation and try to find a solution)

→ we have one more general technique:

- Group Interaction ⇒ To make discussion lively and fruitful

- Inquiring opinions of all members on a particular issue.
- Presenting view points and suggestions.

## # DOs and DON'Ts of G.D. :

Things to be avoided

Things to be opted

- G.D. is communication so the 1st requirement is speaking freely
  - ↳ Active participation (to express views)
- Think before you speak (any kind of nuisance is not tolerated in G.D.)
- Give everyone a chance to speak.
- If they are not being involved in discussion then make them involve.
- Maintain eye contact with everyone in the group, i.e. make some kind of interaction, do
- In G.D., active listening skills are required and also keeping the topic on track, ~~on~~ by being relevant.
- Try to give new ideas as repetition is not good for G.D..
- Classify your doubts, then proceed further in G.D. and if necessary you can seek clarification.

- Pickup clues for discussion and add points intelligently in course of discussion.
- Backup your points with facts and figures
  - Any fictional/imaginary facts may not be able to convince member fully.
- For general discussion, member should have facts and figures.
- Etiquettes of G.D.
  - Be gentle, polite, well mannered, speak confidently in G.D.
  - also speak very surely.
  - Be calm and composed & while speaking and have respective attitudes towards others.

Imp If the discussion takes a hostile turn,  
 it is required that members <sup>out of track</sup> intervene and make the situation normal, friendly and positive.

Through team skill, discussion can go back on track.

#### ⇒ DON'T(s) :

- Don't initiate the discussion if you don't know the topic very well
- Don't go over showing your knowledge
- Don't interrupt often while other members speak
  - unnecessary frequent interruption doesn't account for a GOOD G.D.

- ALWAYS STICK TO YOUR OWN OPINIONS
- Don't be angry or biased
- Don't monopolize the discussion
- Don't argue
- Don't break the norms of G.D.

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#### MODULE-4

#### PROFESSIONAL WRITING

official writing (e.g. letters)

- to communicate properly with an official/organization in the form of writing
- It is done with a purpose. (to get the work done or to make a deal/inquiry, writing about a problem to resolve, or to get some clarification)
- It is done by
  - (i) Individual to an office/organization
  - (ii) one organization/office to another organization/office
- Examples are letters, applications  
making a request

- \* Difference b/w official letter and application.
  - Making a request ⇒ Application
  - Making a claim to an organization is NOT an application.  
That is an official letter!

Letters (official or business letters) have a fixed format and defined structure (formal) (no liberty can be taken while writing them)

- If you know someone personally, you can write (don't change it in case of formal letter)  
**Dear** Mr Smith in place of Dear Sir.  
(Take care of capitalization)  
Sincerely / Yours sincerely / Sincerely yours /  
Truly / Yours truly / Truly yours /  
(Faithfully yours / Yours faithfully)  
it is being avoided in modern letter writing

- Formal letter must be signed (either digitally or handwritten)
- All cultural traits should be avoided in a formal letter.
- Professional writing should be : 21/10/24  
**COMPACT, CLEAR, COMPLETE, COMPREHENSIVE  
COMMUNICATE**
- Professional writing is not done to show off your knowledge.
- It is a formal writing (no personal feelings)  
(it's all matter of facts)
- language should be scientific(relevant)

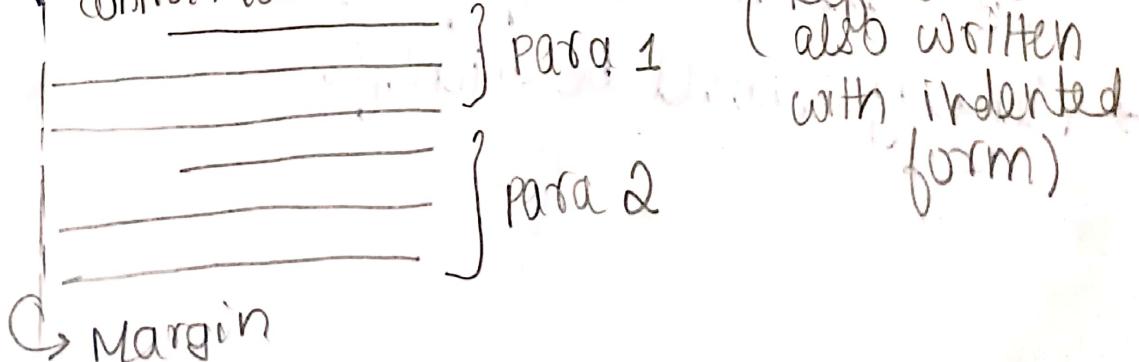
## Formal letter (FORMAT)

(Business) official letter

Fixed (left aligned)

- 1) Sender's address (with details) → with full name
  - 2) Recipient's address (with details) of recipient
  - 3) Date → to prev letter (if there is one)
  - 4) Subject/Reference (optional)
  - 5) Salutation/Greetings → Dear Madam/Sir  
or Mr/Ms/Mrs last name  
Dear or Dr  
when you know the person
  - 6) Body/Paragraph 1:  
2:  
3:  
4:  
5:  
6:  
7:  
8:  
9:
  - 7) Closing/ending
  - 8) Signature/sign → Sincerely/Sincerely yours/  
Yours sincerely
  - 9) Enclosures (optional)
- Margin → no indentation
- letter is left aligned (Full Block form)  
all parts of letter is left aligned  
each part of letter is separated from each other by double spaced.  
(even the paragraphs are separated double spaced)

- \* In indented form (old style), paragraphs are not separated with double space.  
control + tab



In Indented form, date is ~~no~~ on right side  
(right alignment)

### INDENTED FORM

1>	Sender's address
2>	Date
3>	Recipient's address (inside address)
4>	Salutation
5>	_____
6>	_____
7>	_____
	closing signature

On modified block form,  
date, closing and signature  
is on right side.

⇒ For business letter  
writing, use  
**FULL BLOCK FORM.**

(formality is something,  
where reasoning is  
suspended)

→ customer must provide detailed information about things  
they want to purchase based on sales letter or ads

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→ exaggerated claims about features of products to  
cheat the customers

### # Types of Business letters:

Sales letter (written by company/manufacturer for  
launching a product to customers. Giving complete  
details about goods to attract customers)

Order letter (from customer to manufacturer) (customer should give full  
details about their contact info and address)

complaint letter

Adjustment letter

Inquiry letter (when you want to seek information)

Followup letter

Refusal letter

Acknowledgement letter

Letter of Recommendation  
Letter of Resignation

Cover letter

contains resume, CV

Joining letter

while joining a new

job with reference to

letter of appointment

\* Sales letter:

• From customer to manufacturer

• Customer should give full details about their contact info and address

• Customer should provide detailed info about the things they want to purchase based on sales letter or advt.

\* Complaint letter:

• From customer to manufacturer

• when there is damage/loss/delay/wrong product etc.

• Complaint letter must be clear and specific  
(vague complaint letter won't be entertained)

and also polite

• Specific about damage or product

• Should try to influence the company to get your job done

Business letters are written with a purpose.

- \* Adjustment letter:
  - From company to ~~customer~~
  - When a customer writes to company regarding refund or replacement of goods, the company may write to them <sup>back adjustment letter</sup> to tell them that ~~adjustment~~ <sup>replacement/refund</sup> has been made.
  - The letter should be polite

### \* Acknowledgement letter: (Acceptance)

- Thankyou letter
  - Written when to thank customers when they purchase something, or customers can write them when company adheres to their complaints. Or when someone offers you a job you write them this letter.
- Individual to Individual
  - (i) " to company
  - (ii) company to individual
- Written to maintain a good relationship
- It is <sup>(mandatory)</sup> important to send an acknowledgement letter when you receive something (job offers / goods)

### \* Consent letter: (agreement letter)

- When you agree to do something
  - When you acknowledge someone by agreeing to them.

### \* Inquiry letter :

- customer to company
  - Asking for information (can be about the products you want to buy, when you are looking for a job)
- ( sometimes, you have to make an inquiry on your own when you are on a job hunt )

### \* Followup letter : ( reminder letter in connection with previous letter )

- written to company with reference to your previous letter ( either order letter or previous correspondence )
- To remind them about the things you wanted

### \* Refusal letter :

- Manufacturer to customer
- written in response to the order letter for supply of goods  
( can be non-availability of items or certain specifications are not matched or it can't delivered to a particular location )
- It can be a letter of regret ( not being able to fulfill customer's demands )

## \* Resume / cv [curriculum Vitae]

- To an organization in response to the job advt. / notification
- Details of the candidate, education, experience, skills, aptitude.

## \* Job Application :

- Attach documents for consideration
- Must include source of info such as ref. no./ advt. no
- A brief presentation of aptitude, skills, education, experience
- Try to show that you are the most capable candidate
- Request for an interview to prove your credentials
- Resume along with necessary docs. are attached herewith for consideration
- 'looking forward to hear from you'

closing phrase

## \* E-mail :

Sections like 'To', 'From', 'Date', 'Time' are

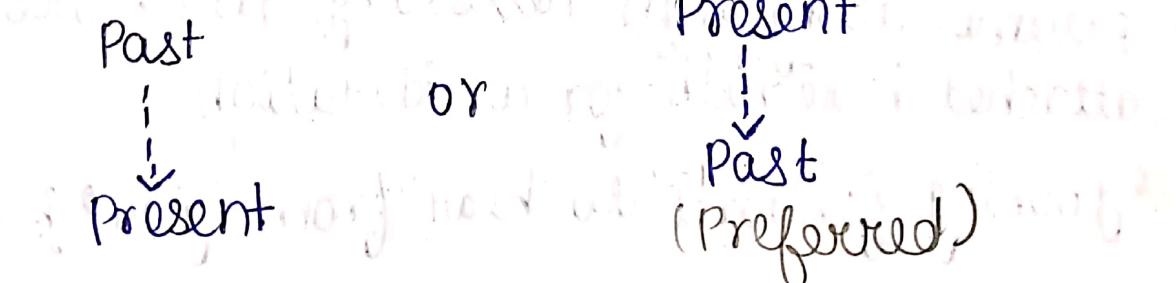
already inbuilt [in case of job application, you had to write it]

- Cc, BCC
- You might not include sender's or receiver's address (in job application PIN, portal address is included)
- Advantage → Fast, convenient, free of cost, direct communication  
→ can be used for both formal and informal
- Disadvantage: confidential, controversial or sensitive issues should be avoided, being sent through mail

⇒ Types of Resume:

i) Chronological

Education/Experience Order:



Advantage → Emphasises on education and experience

Disadvantage → Employer comes to know about any gap in education or work experience

(i) Functional Resume :  
Focuses on expertise, <sup>aptitude</sup>, attitude, experience, specialization to attract the employer

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### ⇒ Proposal Writing :

→ primarily prepared in diff. ways

e.g. i) Research proposal / Academic proposal

• like when you finish your masters,  
university needs a research proposal from you

• Investigation / Inquiry for a specific problem

ii) Business proposal : Proposal when you  
are launching something new or making  
a sale / deal while working in a  
business organization

• To make a deal / sale

iii) Project proposal : Presenting in front of  
govt. or organization

e.g. proposal for a specific target of  
a project

e.g. for construction of a building

• For execution of a plan

### ⇒ Layout of a proposal :

→ Formal

Contents of a cover page

## Cover Page

- The title of proposal
- Name of the organization (or Govt of India/Bihar etc for govt proposal)
- The Name of the proposal writer who submits the proposal  
Submitted by :

→ The Date/Year (in which proposal has been written)

## Table of contents

- Begin with Abstract → summary of whole project → brief, condensed version of the proposal
- Introduction (giving the background of proposal that includes its scope and justification) → why it is needed?

→ Statement of the problem (idea in a form of statement)

→ Advantages / Disadvantages

→ Plan / Schedule

→ Analysis  
Discussion (of proposal)

→ Recommendations / Suggestions (for solving the problem)

Recommendations should be made in a persuasive and logical manner

## ~~manually~~ Conclusion

after the conclusion

→ Appendices (attaching certain documents/ visuals/video clips in support of proposal which can convince the reader that your proposal is worthy of acceptance)

\* for research proposal you have to put references/bibliography at the end. (list of authors/books consulted in course of preparation of the proposal)

for research proposal  
Methodology (methods/procedures that should be done)

⇒ List of Figures/Tables/charts (included in the proposal)

also provide the details

\* references are important to show that your proposal is authentic

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\* Agenda → list of items/actions to be discussed in a meeting  
also known as issues

These issues are discussed to take a decision either in favour or against

⇒ Notices      Agendas

Meeting of members of an association  
of a board or a union

e.g. Indian Association of Engineers

The number of members is fixed.

any association/union has President or  
Chairperson.  
(for heading the organization)

It also has a secretary for handling the affairs and to call for a meeting. (Issue a notice)  
and then we have members.

And then notice

Name of organization

Date:  
Place:

To: All members

- 1) Name
- 2) Name.

You are requested to attend meeting of the association, executive committee to be held on (date) (time) at (place) to discuss the following agendas:

- 1) To approve the decisions of last meeting
- 2) To elect new members

normally the  
first agenda  
is this



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- \* Notice is a formal, written request made by the association to the members to attend a meeting and discuss the fixed agenda for the functioning of body / organization.
  - A notice includes the date, time, place and the agenda(s) to be discussed.  
(a notice without any of these is not a notice)  
It should be duly signed by authorized person who is issuing the notice (secretary)
- \* Agenda is a list of items/issues to be discussed in a meeting. The agendas should be very clear and explicit in terms of language. They are normally brief and concise.  
They are meant for discussion and decisions taken by the members in a meeting.

### ⇒ Minutes:

formal and exact  
They are concise, written records of the business or transactions of a meeting.

Minutes include the decisions or resolutions taken in a meeting by the majority of members. If any dissent is there in the meeting over any issues, it is also noted in minutes. Minutes do not include all the views expressed by the members in a meeting.

They are the legal document and they may be produced in a court when it becomes a legal case. Minutes mention the names of members present (attendees).

and absent (absentees) in the meeting.

- Minutes are signed by the presiding officer (President/chairperson) and secretary (executive head).
- It is invalid if it is not duly signed.
- Minutes are documents of matter of facts.
- It is referred as Minutes of Meeting.

A meeting of members was held today on

date \_\_\_\_\_ at \_\_\_\_\_ and following

decisions were taken. Decisions:

1).

2).

3).

The next meeting will take place on \_\_\_\_\_ at \_\_\_\_\_.

Signed by:

President

Signed by:

Secretary

In case of dissent, you can write <sup>of</sup> before decisions.

The members namely . . . . . gave their note of dissent.