**Subject Name: Effective Technical Communication**

**Subject Code:017017391, 017027391, 017037391, 017047391,**

**017057391, 017067391, 017127391**

**Faculties: Prof. Vandan V. Vyas**

Chapter – 6 Technical Communication -II

* ***Public Speaking***
  + Public speaking is used to address a large number of people to inform, create awareness, persuade, or provide solutions.
  + For different purpose, the content and style of speech varies. A listener may experience speeches which has a good impact and those which are dull and boring, creating almost no effect in the minds of the audience.
  + Let us understand different ways of giving a speech and important points to be kept in mind while preparing for speech.
* *The Content –*
  + During delivery of a speech on a subject, the first thing a person does is decide what to speak.
  + The content mainly depends on the purpose of the speech and the audience.
  + So before preparing the speech, it is important to clarify your self with your purpose and understand your audience so that you can cite illustrations that are more relevant to your purpose and audience.
  + The second important part of any speech is the flow of the speech.
  + Any communication must have connectivity and continuity in the flow of ideas to make it more interesting and comprehensible.
  + Following are some of the patterns one can use to arrange the content of public speaking as well as presentations.
    1. Chronological method –
       - All topics that are described with respect to time can be arranged in a chronology.
       - Presentation of ideas in the sequence of their occurrence makes it clear and easy to remember.
       - Topics dealing with history of anything – a country or a sport, biographies, planning of a project dealing one day after the other and instructional guides explaining any process step by step are examples of chronological order.
    2. Categorical method –
       - When there is detailed explanation of a topic, it can be broken into categories to make It easier for the speaker to remember and listener to understand.
       - All topics that are meant to give information or knowledge can be divided into subtopics.
       - Mostly the theories in your text books use the categorical pattern
    3. Casual method –
       - In this method the content is mainly divided into the reason of a problem and its results or the causes and its effects. Sometimes, it is also followed by the solutions.
       - Usually, 1st the reasons and then results are presented but sometimes the reverse order may be used in order to create greater impact.
       - This can be done by citing examples of effects of a problem which relates to the audience creating more involvement and making it emotional.
    4. Spatial method –
       - There are topics where the reference can be a place, while describing about different culture, you may refer to different places, like “in the city it is …. While in villages people prefer to …. ” or “moving towards the east side of the city… while in the west….”
       - This kind of directional references can generally be arranged in spatial method.
* *Delivery of Speech –*
  + There are different ways that people use to deliver the speech.
  + Different people may choose a different way to deliver a speech as per their preference and convenience, but each have their own advantages and disadvantages.
  + One must choose the delivery of speech appropriate for public speech, elocution and presentation keeping in mind the advantages and disadvantages so as to make it more effective.

1. Memorization –
   * Write down your speech and read it several times to memorize it and then speak in front of the audience from your memory.
   * In this type of delivery of speech, you don’t keep a paper with you containing your speech or brief notes.
   * Advantages
     + As you have memorized, you will not leave out any point.
     + There is a very high scope of eye contact and gestures.
     + If you have memorized it well, you also look very natural and confident.
   * Disadvantages
     + When you speak something from your memory, there is a high risk of forgetting a point suddenly, and you will have to try very hard to remember it or sometimes skip the point and go to the next one.
     + Some people, who are not very good in memorizing, may fumble a lot and it will take away the natural effect.
     + There is no flexibility.
2. Manuscript
   * Write your complete speech and carry it with you to read out word to word from the script
   * Advantages –
     + As you are going to read out everything, you will not miss out any point.
     + This method is appropriate for people who are very good readers and can add paralinguistings while reading.
     + The speech will be perfect and there wont be any fumbling.
     + Flexibility is there, as you can always start from the point where you left, even if you are interrupted.
     + While using this method, you are more confident as you don’t have any fear of forgetting.
   * Disadvantages –
     + If you are not a good reader, the entire speech will be very monotonous and unnatural.
     + It sometimes becomes very boring for the audience when a person just reads out from a paper.
     + The audience may not trust on what you are saying as it may not look like your original thoughts.
     + The scope of eye contact and gestures is minimum.
3. Impromptu -
   * Sometimes you may have to deliver a speech without any preparation.
   * For example, when you are asked to give a speech on the farewell of your colleague, you have to speak on the spot.
   * Advantage –
     + It is highly natural and original as you are speaking what you think.
     + Scope of eye contact and gestures in maximum
     + There is a lot of flexibility as it can be as interactive as possible
     + More paralinguistics can be used.
   * Disadvantages –
     + Biggest disadvantage is that if your knowledge about the topic is not sufficient, you will fumble.
     + Sometimes, you may have to give long pauses to think what to speak which may leave the audience irritated.
     + There is no editing time and so, the arrangement of ideas may be haphazard losing out continuity in thoughts.
4. Notes –
   * Taking notes with you while delivering a speech is the most popular method.
   * This method uses the advantages of memorization and manuscript method.
   * It also allows the prompt thoughts to be included.
   * In this method, you take mote along, which has only main point to be converted written in sequence.
   * You 1st prepare the whole speech several times, while delivering the speech, you speak without seeing the notes, but if required you just make a glance into the notes to check the sequence or the points you are supposed to speak on a particular point.
   * Advantages –
     + There are no chances of forgetting any point as you have the notes written in a sequence.
     + It gives more flexibility and can be interactive.
     + Scope of eye contact and gestures is more
     + It looks natural and interesting.
   * There are no disadvantages of this method, if you are well prepared. But if you haven’t done enough preparation, then any method will fail in making your speech effective.

* *Group Discussion (Group Communication)*
* Purpose of group discussions
  + To share and exchange information and ideas
  + To collect information or feedback on any project, policy or schemes.
  + To arrive at decision on important matters.
  + To solve problem which is of concern to organization as whole.
  + To discuss the issues related to a particular topic in relation to group itself or for the benefit of a larger audience
  + To elaborate upon any work undertaken or research done.
* Important qualities being evaluated during a group discussion
  + Knowledge of the topic

1. You will be able to speak with conviction in a group discussion, only if you have in-depth knowledge about the topic.
2. You should be able to grasp and analysis the situation at a deeper level. You must have your original viewpoints and suggestions.
3. To be able to participate in group discussions successfully, it is always advisable to keep yourself updated about your surroundings.
4. Taking initiative, problem solving and creativity, etc. are required in professional life and that can be shown in the group discussion. But this will only be possible if you have a proper knowledge and understanding of the topic.
   * Communication skills –
5. During a group discussion the following skills are evaluated
   * Verbal communication
   * Non verbal communication skills
   * Listening skills
   * Clarity of thoughts
   * Group behavior –
6. While doing so, emotional maturity is required.
7. You must be able to remain objective, empathetic and mature.
8. You must neither dominate the group not get dominate by other.
9. You must respect each and every member’s views and try to cooperate and coordinate with everyone smoothly.
   * Leadership potential –

* *Interview*

1. Any group can not carry on its task without a leader.
2. A leader is one who leads everyone towards the goal. The employers look for leadership quality qualities in you during the GD because inspite of no appointed leader, the candidates who have these qualities will emerge as leaders.
3. A leader is initiator, has knowledge, emotional stability, objectivity, communication skill, control, is a motivator and decision maker.
4. By starting or ending the discussion you can show you are able to show control, emotional ability and objectivity.
5. By encouraging silent members to speak up, you can show that you are motivator. Thus you can get opportunities to show your leadership qualities at different point of time in the group discussion.

An interview is a psychological and sociological instrument. It is an

interaction between two or more persons for specific purpose, in which the interviewer asks the interviewee specific questions in order to assess his suitability for recruitment, admission, or promotion, or for an opinion. It is considered as most important method of data collection.

Objective of interview are as followed –

* + To select a person for a specific task
  + To monitor performance
  + To collect information
  + To exchange information
  + To counsel
* Types of interviews –
  + Job interviews

Here, the candidate wants to learn about position and the organization; the employer wants to learn about the applicant’s abilities and experience. Both hope to make a good impression and to establish rapport. In the initial round, job interviews are usually formal and structured. But later, interviews may be relatively spontaneous as the interviewer explored the candidates responses.

* + Information interview

The interviewer seeks facts that bear on a decision or contribute to basic understanding. Information flows mainly in one direction: one person asks

a list of questions that must be covered and listen to the answer supplied by the other person, e.g. doctor-patient, boss-subordinate.

* + Persuasive interview

One person tells another about a new idea, product, or service and explains why the other should act on his or her recommendations, persuasive interviews are often associated with, but are certainly not limited to, selling. The persuader asks about the other person’s needs and shows how the product or concept is able to meet those needs.

* + Exit interviews

The interviewer tries to understand why the interviewee is leaving the organization or transferring to another development or division. A departing employee can often provide insight into whether the business is being handled efficiently or whether things could be improved.

* + Evaluation interview

A supervisor periodically gives an employee feedback on his or her performance. The supervisor and the employee discuss progress towards predetermined standards or goals and evaluate areas that require improvement. They may also discuss goals for the coming year, as well as the employee’s longer term aspirations and general concerns.

* + Counseling interviews

Supervisor talks with employee about personal problems that are interfering with work performance. The interviewer is concerned with the welfare of both the employee and the organization. The goal is to establish the facts, convey the company’s concern, and steer the person towards a source of help.

* + Conflict-resolution interviews

Two competing people or groups of people with opposing points of view explore their problems and attitudes. The goal is to bring the two parties closer together, cause adjustments in perceptions and attitudes, and create a more productive climate.

* + Disciplinary interviews

A supervisor tries to correct the behavior of an employee who has ignored the organization’s rules and regulations. The interviewers tries to get the employee to see the reason for the rules and to agree to comply the interviewer also reviews the facts and explores the person’s attitude. Because of the emotional reaction that is likely, neutral observations are more effective than critical comments.

* + Termination interviews

A supervisor informs an employee of the reasons for the termination of the latter’s job. The interviewer tries to avoid involving the company in legal action and tries to maintain as positive a relationship as possible with the interview. To accomplish these goals, the interviewer gives reasons that are specific, accurate, and verifiable.

* Job interview (face to face)

Your prospective employer might be looking for following qualities in you when appear for interview.

* + Disposition

Appearance, clothes, facial expressions, gestures, manners, the way you present yourself, the impression you leave on the employer – all these things are components of your personality. Therefore, you must ensure that you present yourself in manner that leaves lasting impression.

* + Career objective

The interview panel will be trying to gauge what you want to pursue in your life. You may also be asked where you want to see yourself after 10 years. The panel will try to evaluate your current occupation, stated objectives, consistency, and reasons for change. you should be clear about your career objective and should be able to clearly convey the same to the employer by linking the priorities in your life with your background and aptitude.

* + Subject knowledge

Every employer expects that the prospective employees are well versed with the subjects they had pursued in the past or are currently pursuing. Hence the employer will be interested in assessing the subjects of your study, which are related your job.

* + General knowledge

A good general awareness is the primary requisite of a candidate aspiring for a job today. The employer tries to assess your curiosity about what is happening all around you, your analytical ability, your mental level, and your potential for coherent perception of multiple happenings. The panel may ask questions ranging from the coup in a country to the announcement of an award to a film.

* + Communication skill

Communicating effectively is vital for both personal and organizational growth. The employer will try to assess how effectively you are in communicating your ideas to him, both verbally and non-verbally, and how intensely you can listen and comprehend.

* + Mental agility

The ability to quickly grasp the question and reply appropriately is a sign of mental alertness. This quality implies quick thinking, presence of mind, and quick response. The interviewer may judge your mental agility by asking an odd question or by making a tricky remark. He could also assess you by the observations you make when he presents you with a practical problem. You can improve this quality by developing the art of concentration.

* + Consistency

A good candidate has a positive, definite and well-developed approach to life. He will stick to his opinion and make judicious decisions. He will not be moved by emotions and external impressions. The interviewer may ask the same question in a disguised form later in the interview to check your opinion. Never contradict yourself.

* + Self – confidence

This is the most essential requirement of a a good candidate. Self – confidence means trust in your self. This generates self-esteem and self- respect. By possessing will power, socializing, identifying your shortcoming fighting fear and nervousness, having a positive approach, and acting as leader, you can boost your self-confidence.

* Ten success factors
  + Positive attitude towards work
  + Proficiency in the field of study
  + Communication skills
  + Interpersonal skills
  + Confidence
  + Critical thinking and problem solving skills
  + Flexibility
  + Self-motivation
  + Leadership
  + Teamwork
* Ten failure factors
  + Arrogance
  + Apathy
  + Uninhibited nervousness
  + Equivocation
  + Lack of crispness
  + Lack of social skills
  + Lack of firmness
  + Inadequate quantitative / qualitative skills
  + Unsuitable personality
* Preparation Strategy –

1. Go through a mock interview
2. Gather adequate inside information
3. Dress appropriately
4. Be prepared to ask questions
5. Memorize your resume
6. Be punctual
7. Relax

* Type of questions being asked in interview
  + Experience questions

The main purpose of this type of question is to place objective measurements on features of your background like CGPA and experience

* + Credential questions

This type of question aims at subjectively evaluating features of your background. (what your learnt in programming class? What were your responsibilities in that position?)

* + Opinion questions

This type aims at analyzing subjectively how you would respond in a series of scenarios (what would you do in this situation or that situation?)

* + Dumb questions

These questions are asked to find out if you are capable of an original thought (can you sell this pen to me in one minute?)

* + Behavioral questions

The purpose of this type of question is to anticipate future responses based upon your past behavior (can you give me a specific example of how you did that? What were the steps you followed to accomplish that task?)

* + Difficult questions

Good interviewers often ask difficult questions. This is because they have to establish the weaknesses as well as strengths of each candidate.

* Answering questions
  + Behavioral answering technique

1. Talk about how you had done rather than how you would do.
2. Be prepared to use examples from your work, classes, and extracurricular activities.
3. Be ready to offer not just any example, but your own example.
   * Compelling story technique
4. Expand your answers by developing the specific examples into compelling stories with personality, flair, and interest.
5. Captivate your interviewer by providing the details and nuances that bring your story to life.
   * Personality matching technique
6. Take your cue from the interviewer in terms of tone and approach. Do not be too casual, even if the interviewer seems to be.
7. Bring under control the “too much” area in your own personality.
   * Parroting technique
8. Do not assume or make a “best guess” of what the interviewer is looking for.
9. If a question is unclear to you, it is absolutely appropriate to “parrot back” the question in your own words to make sure you have the correct meaning.
   * Reframing technique
10. Always attempt to answer the questions as straightforwardly as possible initially.
11. Reframe the original question to illustrate an area of your background that can further enhance your overall image.
    * Abraham Lincoln technique
12. Point to your strengths instead of making excuses for shortcomings.
13. First speak well of others when the interviewer asks why you are lacking in a particular area
14. Then establish your own case

* Follow up
  + Call the interviewers to thank them for their time. If possible, you may want to add additional information which was not discussed in the interview. This phone call should ideally rake place the same day. If you are unable to reach the interviewer directly, leave a voice message. But it is a good idea to assess the situation before you call.
  + Immediately write the interviewers a short note, thanking them for their time and restating your interest in the position. Then do your best to get it to them as quickly as possible. Mail it, hand-deliver it, text it, whatever. But be sure they have it before the end of the following day. These simple gestures of a phone call and thanks letter can make a big difference in distinguishing you from your competitors.
* Telephone interviews
  + Preparation
  + Guidelines

1. Take a surprise call in tour stride
2. Always refer to the interviewer by the first name
3. Beware of giving yes/no answers
4. Speak directly into the telephone
5. Take notes