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COMMUNICATION SKILLS

Semester II – Common to All Branches

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Syllabus

Module	Detailed Contents	Hrs.
01	Communication Theory : Concept and Meaning, Communication cycle, Objectives, Barriers to communication (linguistic and semantic, psychological, physical, mechanical, cultural), Methods of communication (verbal and non-verbal), Networks of communication (formal and informal), Language skills (listening, speaking, reading, writing), Corporate communication: Digital Content Creation. **(Refer Chapter 1)**	13
02	Business Correspondence : Principles of Business Correspondence, Parts of a business letter, Formats (Complete block and Modified block), Types of letters: Enquiry, Reply to enquiry, Claim, Adjustment and Sales letter. **(Refer Chapter 2)**	05
03	Grammar and Vocabulary : Common errors, Concord (subject- verb agreement), Pairs of confused words, Lexicon (Enriching vocabulary through one-word substitutes, synonyms, antonyms, etc.) **(Refer Chapter 3)**	02
04	Summarization and Comprehension : Passages to test the analytical skills and expression. **(Refer Chapter 4)**	02
05	Technical writing : Techniques to define an object, writing instructions, language exercises based on types of expositions (description of an object, explanation of a process). **(Refer Chapter 5)**	02
06	Information Communication Technology (ICT) enabled communication media : E-mail, Blog and Website. **(Refer Chapter 6)**	02

The distribution of Term Work marks will be as follows -

Attendance : 05 marks

Assignments : 20 marks

List of assignments :

1. Communication theory : 02
2. Business Correspondence : 02
3. Grammar and vocabulary : 01
4. Summarization & Comprehension : 01
5. Technical writing : 01
6. ICT enabled communication media : 01

Assessment :

Internal Assessment Test :

Assessment consists of two class tests of 10 marks each. The first test should be conducted in the form of a three-minute public speech. The second test should be based on theory and application exercises as mentioned in the syllabus.

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Module 1

CHAPTER 1

Communication Theory

Syllabus

Concept and Meaning, Communication cycle, Objectives, Barriers to communication (linguistic and semantic, psychological, physical, mechanical, cultural), Methods of communication (verbal and non-verbal), Networks of communication (formal and informal), Language skills (listening, speaking, reading, writing), Corporate communication, Digital Content Creation.

Objectives

- To understand the basic concept and meaning of communication.
- Learn the theory of communication in order to analyse the communication process.
- Understand the role of language skills in communication.
- Interpret the message conveyed by gestures, dress and demeanour.
- Appreciate the necessity of effective communication and the importance of Corporate Communication.

Syllabus Topic : Communication Theory : Concept and Meaning

1.1 Introduction

- Communication is derived from the Latin word "Communis" which means to share. It involves the sharing of ideas, concepts, feelings and emotions. It stands for a natural activity of all human beings to convey opinions, feelings,

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information and ideas to others through words (written or spoken), body language or signs.

- The science of communication is almost as old as man himself. From time immemorial, the need to share or to communicate has been felt.
- Different vehicles/ channels were identified and subsequently improvised for the purpose of transmission of ideas and concepts. A study of these channels enables us to gain an insight into the process of communication.
- The **importance of communication** can be gauged from the fact that we are constantly communicating in some form or the other almost every moment of our lives. Man, who is a social animal, is constantly interacting with other individuals.
- For him it is necessary to understand the art of communication and apply or modify it in a suitable manner. Man possesses the ability to communicate, which is much more than a composition of certain physical attributes, vocal chords, articulators, and so on. He has the ability to symbolise or to understand concepts in terms of images or symbols. It is this innate ability that helps him to communicate.
- Language plays a very important role in communication. It is the medium through which man can communicate his thoughts, feelings and emotions.
- Language acts as the repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the future. Communication then, it may be stated, is much more than an understanding of the spoken or written language.
- It is a composite of symbols, gestures and illustrations that accompany either the spoken or written word.

Defining Communication

- The word Communication is derived from the Latin term "communis" which means Common. It is the natural activity of all human beings whereby opinions, feelings, ideas and information is conveyed. Spoken or written words, signs, body language or even sounds can be used to communicate.
- Communication can also be defined as the process of exchanging information, usually through a common system of symbols. It takes a wide variety of forms from two people having a face-to-face conversation to hand signals to messages sent over the global tele-communication networks.

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- The process of communication facilitates interaction among people; without which, we would be unable to share our knowledge or experiences with anybody else.
- **George Vardman** in this book Effective communication of Ideas has defined communication as Purposive interchange resulting in workable understanding and agreement between the sender and receiver of a message.
- **Robert Anderson**, has talked about the use of medium in the process of communication. In Professional selling, he writes, Communication is interchange of thoughts opinions or information by speech, writing or signs.
- **Allen Louis says**, Communication is the sum of all the things one person does when he wants to create understating in the mind of another; it involves a systematic and continuous process of telling, listening and understanding. In Human Behavior at work, **Keith Davis** defines communication as the transfer of information and understanding from one person to another person.
- According to him, it is a way of reaching out to others with facts ideas, thoughts and values. People can share what they feel and know, through this bridge of communication. Misunderstandings can be minimized through communication.

Q. 1.1.1 : Communication is primarily a social activity. Justify. **MU - May 2016, 2 Marks**

Ans. :

Communication is a very important aspect of the society. Human beings have an urge to communicate their feelings and emotions to one another. Communication binds people together. Man cannot survive alone. Human beings are interdependent on each other. People interact, motivate, share their ideas and intentions through communication. Language is the tool used to convey ideas and emotions. The use of non verbal mannerisms also helps in communicating meaning. Thus, communication is essentially a social affair.

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Syllabus Topic : Communication Cycle

1.2 Process of Communication

MU - May 2013, Dec. 2013, May 2014

- The basic components that bring about the process of communication are sender, encoding, medium/ message, decoding, receiver and feedback. Fig. 1.2.1. Illustrates the basic model of the communication process.

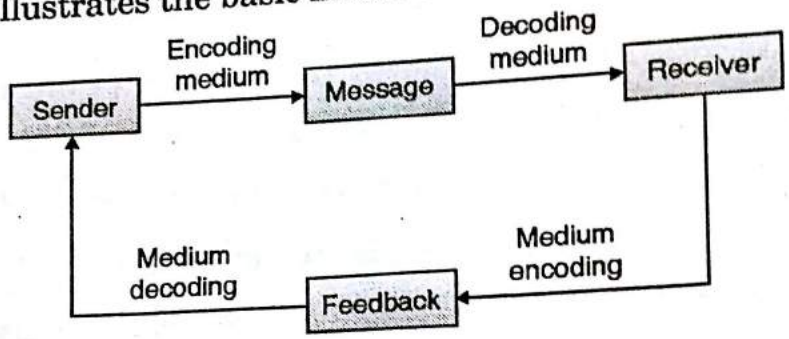

Fig. 1.2.1 : The communication cycle

1. **Sender**

- The sender is responsible to initiate the communication process. The sender feels the need to communicate and express certain ideas or thoughts in her/his mind. This is prompted by the context in which the need to communicate arises.
- The urge to communicate could be some external and/or internal stimuli. The sender selects the appropriate medium through which he can encode his thoughts and ideas.
- The choice of medium is decided on the basis of what is available and the communication opportunity provided by that situation. The receiver also should be able to access that medium.
- For example, in, a classroom the teacher selects the medium, English language, to communicate the information because the students, who are the receivers will understand the instructions in English.
- The sender has to select the appropriate words, to encode the thought so that the receiver can understand the message.
- The encoding must convey the proper meaning of the message so that the desired feed-back can be elicited from the receiver.

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- To a great extent, the sender is responsible to communicate the right intentions through proper encoding of the message and selecting the right medium and channel for communication.

2. Encoding

MU - May 2011, Dec. 2012, Dec. 2014

- Encoding is the process by which the sender translates his/her thoughts/ideas into appropriate messages, using the appropriate medium and channel that is shared between the sender and the receiver.
- Encoding is guided by the sender's capability to communicate as well as the estimate of the receivers comprehension of the message.
- Encoding is the method of providing a structured message using shared codes of communication that may be verbal or non-verbal. Whether the message is effectively encoded or not is determined by the quality of the message and the receiver's comprehension of the message.

3. Medium/Message

MU - May 2011, Dec. 2014, May 2015

- The medium is a system of codes and signs that have a somewhat determinable meaning system that is shared between the sender and the receiver. The message has to get transferred though an appropriate medium or else the message can neither be encoded not sent.
- The idea or information encoded by the sender is the **message**. It is the substance of the communication process.
- Encoding prepares the message in a particular medium that would enable the receiver to decode and understand the intention which the sender wants to convey.
- Medium can be words, gestures, signs etc. In addition to the medium, the message is also sent through a channel which can be telephone, letter, computer etc.
- The medium is determined by the requirements of the message, the availability of channels, and the communicative skills and circumstances of the receiver.

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MU - May 2011, Dec. 2012

4. Decoding

- Decoding is the process of comprehending the sense and meaning of the message so that it creates an understanding in the mind of the receiver. Decoding depends on the effectiveness of the medium and the quality of encoding used in communication.
- Further the reception of the message is better if there are few or no interferences in the transmittal of the message. Interferences or noise, as it is referred to in the oral communicative context, may lead to faulty decoding.
- There is always a possibility of transmission losses that occur when a message travels. Sometimes the meaning intended while encoding the message may not be the same as in decoding.
- Misinterpretations often occur due to inadequate knowledge of the code. Interference may add further losses to the decoding process.

5. Receiver

- The receiver is the targeted audience of the message. The receiver receives the message, understands, interprets, and tries to perceive the total meaning of the message as transmitted by the sender.
- The receiver should be receptive to the message, that is he/she should be alert and attentive to multiple signals and perceptive particularly to the nonverbal media that often accompanies the verbal medium.
- In case of oral communication, the receiver must listen with care, since the sound signals exist only momentarily. The receiver's skill of comprehending the message is an important factor in the success of the communication process.

6. Feedback MU - May 2011, Dec. 2011, Dec. 2012, May 2013, Dec. 2014

- Feedback is the final link in the communication process. This is the loop that connects the receiver in the process with the sender, who, in turn, acts as a feedback receiver and, thus, gets to know that communication has been accomplished.
- The sender is able to understand whether the receiver has understood the message or not and if the message has created the desired impact, only through feedback from the receiver.

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- In case of doubt by the receiver, he may also ask for further clarification and the sender can resend the message. Even silence is a kind of feedback, because it may mean that the message has either not been conveyed or deliberately not been responded by the receiver.
- In communication, feedback plays an important role. It helps the sender know if there are any corrections or changes to be made in the proposed action. It also ensures that the receiver has received the message and understood it as intended by the sender.
- In the workplace, managers may face the difficulty in assessing the effectiveness of their communication in the absence of feedback.

1.2.1 The Communication Cycle

MU - Dec. 2011

- Consider the cyclic process of communication as shown in Fig. 1.2.2.
- The **sender encodes** the message and sends it through a channel. The channel is nothing but the language used- words, actions, signs, objects or a combination of these. The **receiver** receives the message, decodes it and acts on it.

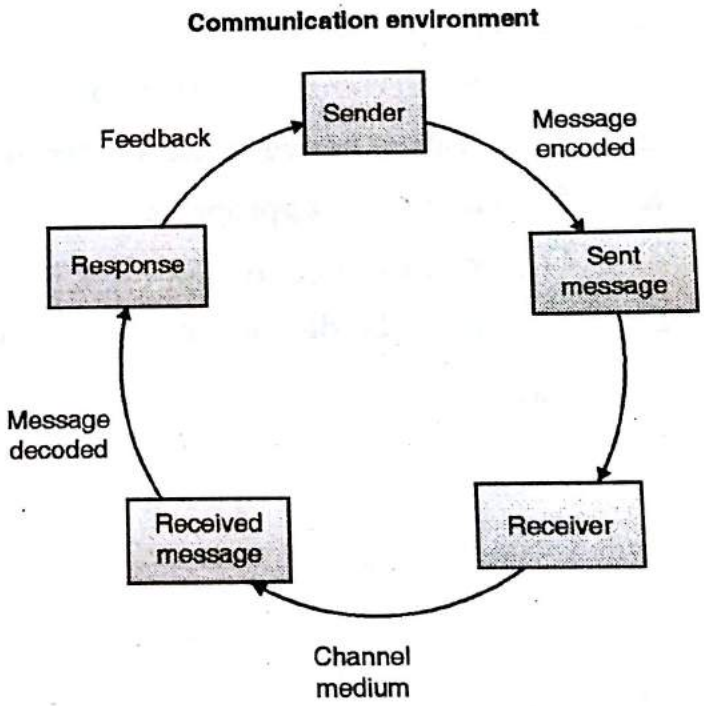

Fig. 1.2.2

- If the message received is the same as the message sent there will be a response, if not, there has been a breakdown of communication. This may happen because of noise. **Noise** is any unplanned interference in the mechanics of communication.
- The transmission of the receivers response to the sender is called **feedback**. Feedback is essential as it is a barometer of effective communication. If you are sending a message to somebody, your communication cycle is complete only when you get a response from the recipient of your message. Otherwise,

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you need to resend the message. Even if a response is received, it may not be the one that was expected. But if you receive some response, it means that the message has been communicated successfully to the other party. Hence feedback is the observation of the recipients response.

- Communication takes place in a well-defined set-up. This is called the communication environment. A classroom is the communication environment when a teacher delivers lectures to students. A teachers cubicle becomes the **communication environment** when a student approaches her in her cubicle.
- Messages are transferred through a medium, the **'channel'**. In oral communication, the air or telephone wires are commonly used channels. Language is the tool we use through these channels to exchange information. In brief, the essentials of effective communication are :

1. A common communication environment.
2. Cooperation between the sender and the receiver.
3. Selection of an appropriate channel.
4. Correct encoding and decoding of message.
5. Receipt of the desired response and feedback.

Q. 1.2.1 : Do as directed : The artist displays his painting about Peace at an exhibition and is awarded the first prize. (Identify the sender, message, channel and feedback).

MU - May 2011, 2 Marks

Ans. : The artist displays his painting about Peace at an exhibition and is awarded the first prize.

Sender	Artist
Receiver	Pease
Channel	Exhibition
Feedback	First Prize

Q. 1.2.2 : Identify the sender, receiver, channel, message and response in the following communication situations :

1. A student sends an on-line application to ABC Company and receives a call for an interview.
2. An artist displays his paintings on Unity in Diversity at the K.G. Exhibition and earns critical acclaim for his work.

MU - May 2012, 5 Marks

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Ans. :

1. A student sends an on-line application to ABC Company and receives a call for an interview.

Sender	Student
Receiver	ABC Company
Channel	Online application
Message	Applying a Job
Response	Call for the interview

2. An artist displays his paintings on Unity in Diversity at the K.G. Exhibition and earns critical acclaim for his work.

Sender	Artist
Receiver	K.G. Exhibition
Channel	Paintings
Message	Unity in diversity

Q. 1.2.3 : Identify the sender, receiver, channel medium, message and feedback in the following communication situations : (i) A supervisor writes an application for leave to the manager, who does not grant him leave. (ii) Ramesh sends an application letter for the post of Junior engineer and receives a call for the interview. (iii) The Vice President of an organization instructs the assistant engineer via E mail to submit his project report within a week. The assistant engineer falls to submit the report. (iv)The musician plays instrumental music in an auditorium and is appreciated by a big round of applause. (v) The teacher summons the student to her cabin to give him some instructions. The student replies in the affirmative and leaves the cabin. **MU - Dec. 2012, 5 Marks**

Ans. :

(i) A supervisor writes an application for leave to the manager, who does not grant him leave.

Sender	Supervisor
Receiver	Manager
Channel/ Medium	Application
Message	Applying for leave
Feedback	Leave not granted

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(ii) Ramesh sends an application letter for the post of Junior engineer and receives a call for the interview.

Sender	Ramesh
Receiver	Company
Medium	Application Letter
Channel	Post
Message	Applying for the post of junior Engineer
Feedback	Call for the interview

(iii) The Vice President of an organization instructs the assistant engineer via E mail to submit his project report within a week. The assistant engineer falls to submit the report.

Sender	Vice President
Receiver	Assistant Engineer
Medium/Channel	Email
Message	Submit the project report
Feedback	Fails to submit the reports

(iv) The musician plays instrumental music in an auditorium and is appreciated by a big round of applause.

Sender	Musician
Receiver	Audience
Medium/Channel	Instrumental music
Message	Music
Feedback	Applause

(v) The teacher summons the student to her cabin to give him some instructions. The student replies in the affirmative and leaves the cabin.

Sender	Teacher
Receiver	Student
Medium/Channel	Speech
Message	Instructions
Feedback	Student answers in the affirmative and leaves

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Q. 1.2.4 : Identity the sender, message, medium and receiver in the following situations : (i) Presenting budget in the parliament. (ii) Announcement of man of the match after a cricket match. **MU - May 2015, 4 Marks**

Ans. :

(i) Presenting budget in the parliament.

Sender	Prime-minister
Receiver	Cabinet ministers
Medium	Oral communication
Message	Budget

(ii) Announcement of man of the match after a cricket match.

Sender	Anchor
Receiver	Audience
Medium/Channel	Oral Communication
Message	Announcing the man of the match

Q. 1.2.5 : Identify the component of communication in terms of sender, receiver, medium and message. (i) A commuter argues with the rickshaw driver about the meter-reading. (ii) A teacher shouting at students who have come late for submission. **MU - May 2016, 2 Marks**

Ans. :

(i) A commuter argues with the rickshaw driver about the meter-reading.

Sender	Commuter
Receiver	Rickshaw Driver
Medium	Oral communication
Message	Argues about meter reading

(ii) A teacher shouting at students who have come late for submission.

Sender	Teacher
Receiver	Student
Medium/Channel	Oral Communication
Message	Shouting at the for late submission

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Q. 1.2.6 : Explain how no feedback is also a feedback. **MU - May 2016, 2 Marks**

Ans. :

Feedback is the most crucial step in the communication process because absence of feedback may mean that communication is not successful. But sometimes not receiving feedback is a feedback in itself. It may mean that the person has received the message but does not wish to respond. It may also mean that the receiver either disagrees or totally agrees with your message. Silence is also a form of feedback in communication.

Syllabus Topic : Objectives of Communication

1.3 Objectives of Communication

MU - Dec. 2012, Dec. 2013, May 2016

- The purpose of communication in any field is to obtain an understanding response. Effective communication is an essential requirement for any organisation which in turn contributes to its success.
- At every stage communication plays an important role in leading the organization towards its goal. The communication process in the workplace serves crucial functions for the organization.
- It is impossible to visualize a modern work environment that does not have a communication system in place. The complex and elaborate organisational structure facilitates the communication process and helps achieve desirable goals. Listed below are some of the objectives of communication.

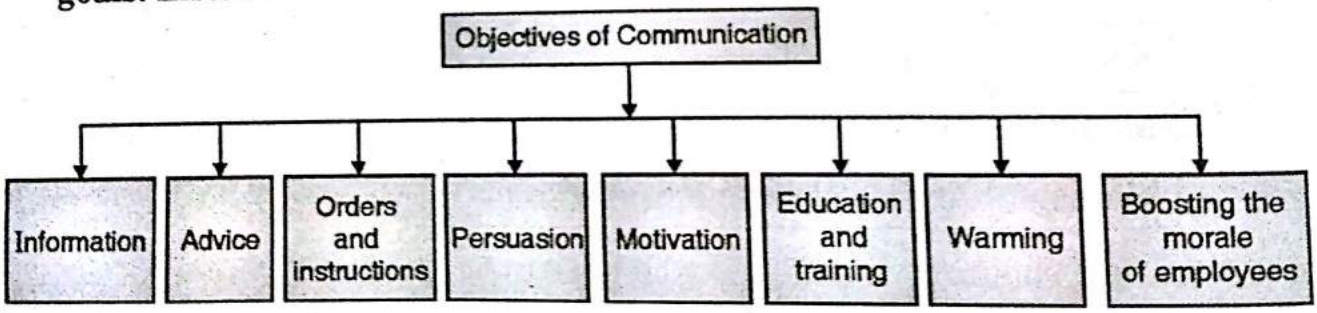

Fig. 1.3.1

1.3.1 Information

- In the world of business information about production, audit data, sales projection, market, stock quotations and competition are of critical

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importance. It is required for framing policies and making decisions, recruiting personnel and boosting sales, serving customers and clients.

- The amount of information that large organisations have to deal with may cause information overload, but the value of information can hardly be over stated.
- Information involves the transferring or receiving of information about a particular fact or situation. If may be oral, written or conveyed by using the system of signs and signals. Complete, accurate and precise information is required at the senior levels of hierarchy to plan and organize.
- Information about the various aspects of the organisation is communicated to the people working in the middle and lower levels of hierarchy who in turn perform efficiently and with responsibility.
- The role of information varies depending on the purpose of communication. Sometimes purpose may be just to inform the receiver.
- e.g. Presenting a report to a committee- you are passing on recorded information and letting it do its job.
- On the other hand, sometimes the goal of communication is to persuade the receiver.
- e.g. A bank employer who is well informed about the various deposit schemes can persuade prospective customers to deposit with the bank.

1.3.2 Advice

- Advice is given by superiors to subordinates to overcome personal problems or tackle difficult situations at work. Experience, knowledge of working conditions and policies give the superior the capacity to advise subordinates.
- Professional advice is sought from experts in their fields of specialisation like finance, information technology, engineering, public relations and so on.
- For example, there is a technical snag, which an employee is not able to correct. He may seek the help of a colleague or a superior who helps him out.
- Personal advice or counselling is also given to an employee by superiors, colleagues or experts. Counselling helps an employee to sort out his personal problems (family, financial physical etc.) which could have affected his professional performance.

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- Advice and good counselling can create an atmosphere of well-being in an organisation. It helps an employee to see things from various perspectives, think clearly, set practical and attainable goals, reduces tension and frustration.
- Employees develop a sense of belonging towards the organisation which boosts their morale and self-confidence.

1.3.3 Orders and Instructions

- To achieve the goals of the organisation and to facilitate smooth functioning, orders and instructions have to the communicated from the higher levels to the lower levels of hierarchy.
- An order is given by the superior to the subordinate to carry out a task or modify what is already done or sometimes to change the course of something which is being done. Orders can be oral or written. If a task is to be done urgently, and the superior and subordinate are close-by, the order is given orally. A written order is sent when the receiver is far away. Depending on the nature, importance and duration of the order, oral orders are supplemented by written ones. Instructions go along with orders.
- Assigned tasks have to be performed so that the goals of the organisation are achieved. Subordinates are given instructions and guidelines about the tasks to be carried out. Circulars and notices with instructions about procedures, practices and policies for conduction of business are sent to employees.
- Instructions can be given orally too. While instructions are also meant to be followed, orders have to be complied with. All instructions are implied orders, but all orders can't be instructions.

1.3.4 Persuasion

- Persuasive communication helps in influencing or changing attitudes, beliefs, values or behaviour. It is the key element in sales letters, complaint letters and appeals for action. It could be used by a political candidate trying to influence the voters or a non-profit organisation requesting for donation. Job application can also be an example of persuasive communication.
- Persuasive message work on three levels-they appeal to the readers sense of reasoning, establish the credibility of the document and evoke an emotional response from the receiver.

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- When a persuasive message appeals to reason, it tries to guide the reader to a conclusion by presenting its message in a logical way. The way in which the material is organized also helps in persuading the receiver.
- Persuasive appeal also involves issues of credibility how readers perceive the organisation, the writer and the message.
- Document credibility is influenced by the choice of language, a focus on benefits rather than features and the use of testimonials praising the organisation, the product or the idea.
- Often the most powerful persuasive appeal is the appeal to emotion. This appeal can focus on positive emotions as hope, pleasure, or on negative emotions of fear and anxiety.

1.3.5 Motivation

- Motivation is creating a favorable disposition in a person towards doing an activity. It is providing people with a motive, an incentive and an inner urge to make efforts and to do their best.
- It may be defined as that inner state that energizes, activates or moves and which directs or channelizes behaviour towards certain goals.
- Communication can be used to influence the attitude of employees to perform their best. Employee performance and level of motivation are interlinked.
- A vigilant employer will try to understand all the motivating factors, analyse the psychological needs of an individual employee and use the motivating factors to make all the employees work in unison for the organisation.
- Motivated employees work more efficiently and productively. An organisation with motivated employees progress at a faster rate.
- Offering monetary incentives is perhaps the most effective form of motivation. Other factors that motivate employees are :

  (a) **Job satisfaction :** The job, the responsibility that comes with the job, good peer camaraderie and a sense of belonging to the organisation.

  (b) **Success at work :** The achievement of targets, completion of projects and accomplishing goals.

  (c) **Growth :** Recognition, promotion, growth in terms of expertise, knowledge, benefits, rewards etc.

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- The organisation can motivate its employees by also focussing on areas like, creating a congenial atmosphere that provides healthy competition, setting clear goals and objectives and developing good human relations.
- The Human Resource Department is concerned with employee related aspects like job-satisfaction, career growth, skill development, motivation levels and so on.
- The employees are kept informed about organisational goals, policies, challenges and achievements through bulletins, pamphlets, in-house magazines and notice boards. Authorities try to keep the lines of communication open to create a climate of involvement and satisfaction.

1.3.6 Education and Training

- Effective communication can achieve the objective of imparting education and training to employees at all levels within the organisation and sometimes beyond the organisation. With rapid changes happening in every field it is very necessary to update ones knowledge in his/her specialised field frequently.
- Seminars, conferences and workshops help employees to be in touch with the recent trends in their fields. Apart from keeping themselves abreast of the recent development in their fields they also get an opportunity to interact with people from other organisations.
- Such interactive programmes facilitate sharing and discussion of new ideas, innovations at the workplace, improved techniques, solutions to problems etc.
- Employees at the lower rungs of hierarchy are trained to handle responsible assignments by encouraging them to participate in problem solving sessions, interviews, policy-making decisions etc. They are also given the opportunity to work in different departments under the supervision of senior personnel.
- When an employee is recruited, he has to undergo an induction programme, where he is informed about the general policies, code of conduct, goals of the organisation method of working and so on. This helps to create a sense of belonging in the employees.
- Most of the information is imparted orally but employee manuals, policy statements, instruction booklets are also provided.

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- Training programmers help to hone the skills of the personnel. Besides providing job related skills, some organisations also provide education on hygiene, wealth, safety, civic behaviour etc. This training is imparted primarily for changing attitudes and developing a committed work force. A committed employee will work enthusiastically and efficiently.

1.3.7 Warming

- Warning is given when employees do not abide by the norms of the organisation or violate rules and regulations.
- In an organisation lack of punctuality, pilfering, tardiness, negligence, defiance, tampering, mishandling equipments and indifference, call for a reprimand or a warming. It is a forceful means of communication.
- Warning, carries with it a sense of urgency and so demands immediate action. Warming and reprimands can bring about an improvement in the existing situation. But for effective results, it should be used sparingly and discretely.
- Warning could be in general or particular. When it is aimed at anyone who reads it, it is general for e.g. Poison-keep away from children. Sometimes it is given to a particular individual for wrong doing, indiscipline or any other form of misconduct.
- Warning may either be oral or written in the form of memos. Memo is an abridged form of memorandum which is an inter-departmental communication system.
- It is an official note asking for an explanation for some action or a show cause why the receivers services should not be terminated. Sometimes memos also carry instructions or routine information.

1.3.8 Boosting the Morale of Employees

- Morale is the capacity of a group of people to pull together persistently and consistently in pursuit of a common purpose. When the morale of the employee is high, his performance is better.
- A team with high morale has vigour and confidence to work in co-ordination towards a common goal.

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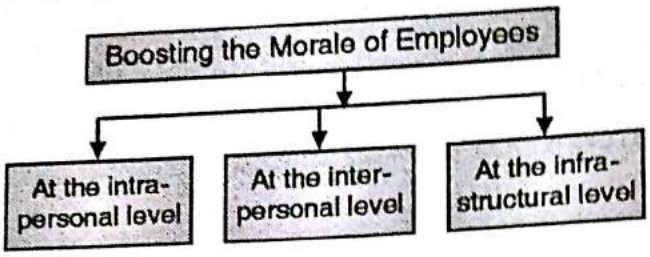
- If the morale of employees is low, following could be some of the reasons.



  - **At the intra-personal level**

    Strained inter-personal relations (jealousy, rivalry etc.) personal pressure, repeated instances of failure and lack of interest in the job.

  - **At the inter-personal level**

    Strict and overly critical supervisions, lack of appreciation, absence of smooth channels of communication, constant comparison.

  - **At the infrastructural level**

    Absence of healthy working environment, unchecked circulation of rumors, lack of disciplined staff.

- A vigilant management can raise the morale of employees by tackling the above issues. Management should ensure that all channels of communication are open.
- Encouraging open discussion of problems, redressing grievances and keeping a check on false rumours will strengthen the faith of employees in the organisation.
- Communication devices like notice boards, house journals, audio-visual aids should be used to reach out to the employees.
- Employees should be encouraged to give their feed-back on new policies, working conditions and improvement of the organization as a whole.
- An organisation with dedicated and contented staff will be ever ready to take up new challenges that will take the organisation ahead.

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Syllabus Topic : Methods of Communication (Verbal and Non-verbal)

1.4 Methods of communication

- In the communication process, the sender encodes the message, which is then transferred to the receiver through a medium.
- The process of encoding is to a great extent dependent on the skills of the sender. The medium used and the communication environment also plays a significant role in making the communication process successful.
- Message can be conveyed only through an appropriate medium. The medium is like a container that conveys different things when you want to transfer it from one place to another.

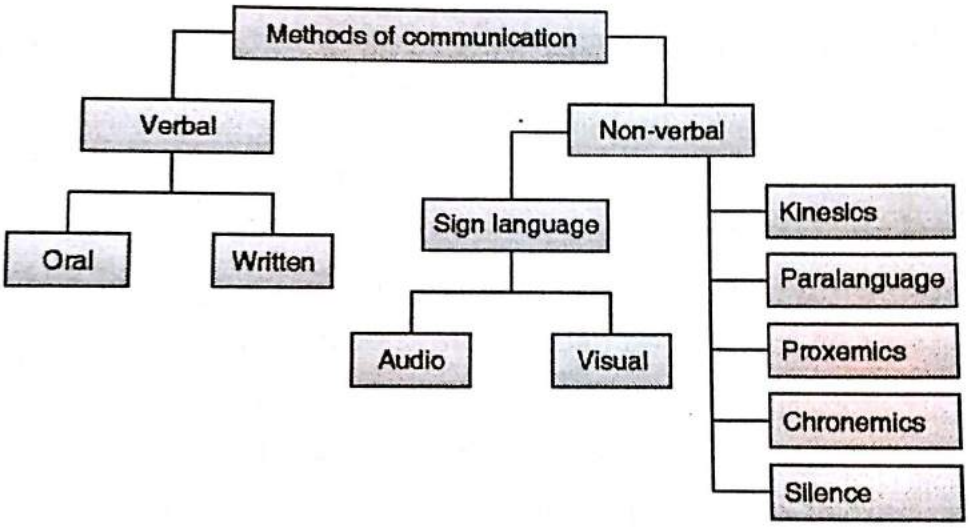

Fig. 1.4.1

- While encoding the message, the sender selects the medium on the basis of purpose and circumstances.
- The medium can be verbal or non-verbal, i.e. it may be through the use of words, written or spoken; or it may be through body language, signs, signals etc.
- The right combination of verbal and non verbal communication makes the message more meaningful and appropriate.

1.4.1 Verbal Communication

- Verbal communication consists of words of a language arranged in meaningful patterns.

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- To convey a message through the use of words, that are arranged according to the rules of grammar so that they form a proper sequence, is verbal communication. These messages can be shared in inter personal (one to one), speaker audience (one to many) and mass media (many to many) contexts. Message has to the effectively communicated so that the receiver perceives it, assigns the right meaning and responds to it.
- Verbal communication may be spoken (oral) or written. In oral communication, the receiver listens to the spoken word and responds.
- Whereas in written communication, the written word will be read and the feedback will be sent back to the sender. Both oral and written communication are important in corporate communication and both have their advantages and disadvantages

1.4.1.1 Oral Communication

MU - May 2011

- Oral communication includes face to face conversations, meetings, interviews, seminars, conferences, group discussions, telephonic conversations, teleconferencing, video conferencing and voice-mails.
- The contents could be formal or informal in nature. Oral communication is advantages and more often used because of the following reasons.
- Oral communication is a direct medium, so it is quicker as most of the time it is unplanned and impromptu. As it is face-to-face the sender receives the feedback immediately and if required can reword the message. Immediate feedback helps the sender clarify any doubts or misunderstanding that the receiver would have.
- Oral communication is beneficial when reaching out to large groups of people. It is especially effective where illiterate masses are concerned.
- Intonation and voice modulation makes oral communication more effective. Facial expressions and body language also helps in better understanding of the message. So, speech is a better and more powerful medium for persuasion and convincing people.
- Though oral communication has a degree of informality it is more personal in nature. It helps to create a bond between the sender and the receiver.
- Oral communication is less expensive than written communication and there is no problem of storage of the message.

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- Yet oral communication also has its disadvantages.
- Though it is a faster means of communication, as it is unplanned there are chances of mistakes and deletions in the message.
- If conveyed orally retention of lengthy messages is difficult. Important parts of the message may be forgotten or missed. It may not be possible for the most attentive listener to retain the entire message.
- Oral communication has no permanent record (unless it is recorded) and has no legal validity. It cannot be referred to and has no accountability.
- If the receiver has not paid attention to what is being spoken, the sender may not get the desired response. Sometimes the sender may have to repeat the message several times for emphasis and clarity.
- Message through oral communication may not be conveyed effectively if the speaker is a poor communicator.
- Confidential messages can be leaked if communicated orally.

Oral is more vibrant than written communication

MU - May 2016

- Oral communication is dynamic in nature, so it is more vibrant when compared to written communication.
- In interpersonal or face to face communication, non verbal components aid oral communication. Since immediate feedback is possible, the process becomes diplomatic and vibrant.
- Facial expressions, eye contact, body language adds meaning to the message and makes it interesting. But in written communication, there is no advantage of non verbal mannerisms, which makes it uninteresting especially official documents.
- Even in telephonic conversations, the voice, tone can be used to make conversation vibrant and interesting.

Advantages of oral communication

MU - Dec.2014

- **Time Saving :** Oral communication does not require writing or typing. Unless it is a formal talk, prior preparation is not required. Instructions given orally is time saving when compared to written instructions.

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- Immediate Feedback In oral communication, feedback is immediate. Clarification of doubts and misunderstanding is possible as the sender and the receiver are face to face.

Q. 1.4.1 : What is candidate evaluated for during a Group discussion? List any four factors. **MU - May 2011, 2 Marks**

Ans. :

In a Group Discussion, a candidate is evaluated for the following potentials :

a. Ability to initiate the discussion and contribute relevant points to drive the discussion forward.

b. Ability to showcase leadership capabilities by guiding other members in the group.

c. Ability to establish team co-ordination and reach an agreeable solution or consensus.

d. Ensuring correct accent, intonation, articulation, and voice modulation in addition to the right posture, gestures and eye contact.

1.4.1.2 Written Communication

MU - May 2011, Dec. 2014

- The purpose of written communication could be to create a permanent record to provide information or to persuade someone to do something.
- Whatever, the purpose the written documents represent the person and has to stand on its own. If includes letters, memos, reports proposals, notices, minutes, circulars, manuals, newsletters and journals.
- Though used less frequently than oral communication, some of the **advantages of written communication** are :
  - Accuracy level is high when compared to oral communication as it is well planned and organized.
  - It serves as a permanent record as it is documented. It can also act as a legal document. Most official communication needs to be documented and filed. Written documents are more confidential.
  - One can trace responsibility as written documents when signed become authentic and the person who signs, is answerable about its contents.

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- Dissemination of information is easily possible as several copies of the written matter can be photocopied and reprinted. Message can reach a large number of people.
- Detailed documents which carry facts and statistics have to be written or else there is the possibility of deletion or leaving out of important matter.
- **Legal Proof :** Written communication can be kept as a permanent record of communication. Signed documents serve as legal documents. Therefore in official communication, oral messages are backed up by a written record.
- **Reference value :** Written communication can be stored and retrieved whenever required. It can be referred to whenever needed at ones convenience.

- Though **written communication** is accurate and permanent, it has its own **disadvantages**.
- As it has to be well planned it takes more time than oral communication. Accordingly the feedback also is delayed.
- Immediate feedback is not received so the sender has no control over its progress. Only when the receiver responds, the effect of communication is known.
- As face to face contact is missing in written communication, there is a lack of personal touch.
- Feelings, expressions and emotions cannot he accurately conveyed through written communication as effectively as oral communication.
- Written communication is not accessible to people who are illiterates.
- In written communication, the right intention of the message will not be conveyed if the message is not drafted with clarity and accuracy.
- We have looked at some of the advantages and limitations of both oral and written communication. In this modern technological era, e-mails have replaced written communication as they are faster, but they need to be composed well.
- Confidentiality of the message depends on the measures taken by the sender and receiver.

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- Oral and written communication can remain confidential only if proper precautions are taken. Despite their advantages and disadvantages, both oral and written communication, are very important aspects of corporate communication.
- Organisations prefer skillful and persuasive communicators who convey official information effectively which generates the right response.
- Although oral communication is less formed than written communication, there are many formal situations which require oral messages to be effectively organised and well communicated. Some such situations are business meetings, interviews, presentations, seminars, conferences and so on.
- Much planning has to go into both oral and written communication. Why is this message being sent? Who is it for ? when and where is it to be presented ? What is the expected feedback ? These are some of the areas the sender has to be clear about.
- The messages have to be focused, concise, precise and presented in a logical manner so that the receiver can understand, accept and respond to the message as required.

1.4.2 Non-verbal Communication

MU - Dec. 2012

- Communication without the use of words (language) is Non-verbal communication. Before the advent of language, man communicated non-verbally by means of signs and symbols.
- Hitting one another to show displeasure, smiling and touching to show affection, happiness and so on were some of the ways used by them to communicate.
- We have come a long way since then. Yet in spite of having the latest technology to communicate verbally, human beings still use non-verbal communication.
- We use our body, signs, symbols, maps, graphs, colour and even silence to express our ideas and emotions.
- According to experts, only about 7 percent of all communication is verbal, oral and written taken together. About 55 percent meaning is communicated through body language and 38 percent through paralanguage.

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- Nonverbal communication is often used independently but is usually seen to operate alongside verbal communication. But non verbal medium of communication is not based on complex language systems. The cultural environment in which the communication is taking place has a prominent role to play.

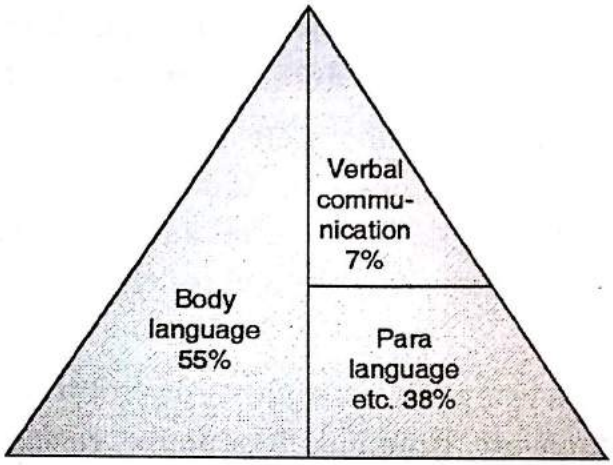

Fig. 1.4.2 Modes of communication

- Sometimes, non verbal medium is deliberately used, but it is often a spontaneous phenomenon. Expression of feelings and emotions is one significant area where nonverbal medium plays an important role.
- While verbal communication is organised by language, non-verbal communication is not.
- Non-verbal cues, however speak louder than words.
- Personal appearance, facial expressions, postures, gestures, eye contact, voice, proximity, touch-all are non-verbal signs that influence the way, message is interpreted or deciphered by the receiver of communication. These silent indicators communicate the feelings of the sender during any form of personal or professional communication.
- Non verbal communication refers to all communication that occurs without the use of words either spoken or written.
- Non verbal communication is concerned with body movements (kinesics) space (Proxemics), and vocal/features (Paralanguage). It includes all unwritten and unspoken messages, both intentional and unintentional.
- The following section elaborates on this aspect of communication.

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MU - Dec. 2012

1.4.2.1 Kinesics

- Kinesics is the name given to the study of the body's physical movements and hence it is also referred to as body language. If is the way the body communicates without words i.e. through various movements of its parts.
- As Watzlawick and his associates put it, you cannot communicate. Nodding of the need, blinking of the eyes, shrugging shoulders, waving the hands, and other such physical activities are all forms of communication.
- Some kinesic behaviour is deliberately intended to communicate. For e.g. nodding the head in acceptance. The movements of different parts of the body convey body language. The sender and the receiver understand the meaning of these movements in context to the cultural environment that they share.
- The body movements are often determined by internal psychological stimuli like emotions, feelings etc. Emotions like anger, restlessness Joy, sadness or dejection find expression by body language more than through verbal dialogue.
- Sometimes body language is a good measure of the psychological disposition of a person. The silent films of Charlie Chaplin is, an excellent example of how well a message could be communicated only by the use of body language.
- One cannot rely on body language completely as it is indicative and can differ from culture to culture. Gestures and postures can be grossly misunderstood. Even then, body language can, to a great extent give an idea about the senders psychological state of mind, which can help the receiver to respond accordingly.
- Body language can help the manager to know in advance the mental attitude of his subordinates and this can help him in deciding the next course of action. In business negotiations, marketing, interviewing, formal meetings and even informal interactions, body language plays a very significant role.
- Sigmund Freud established the power of non-verbal communication when he stated, He that has eyes to see and ears to hear may convince himself that no mortal can keep a secret. If his lips are silent he chats with his finger tips; betrayal oozes out of him at every pore.

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- In oral presentations, the non-verbal mannerisms of the presenter are not deliberate and conscious, rather it is subtle and instructive. It is important to pay attention to the non-verbal features of communication than the verbal components, as 65 percent of meaning is communicated through body language.
- People react strongly to what they see. By paying attention to non-verbal cues, the receiver can detect deception or even affirm the truthfulness of the senders message. A keen observer will be able to interpret the underlying meaning or intention of a non-verbal message and respond accordingly.
- The various forms of non-verbal communication have been grouped under different categories like body language, proxemics, signs and symbols, colours, time, concept of space etc.

1.4.2.2 Kinesics Body Language

MU - May 2015

- Body language as kinesics is the most widely used medium of communication. But even then, we tend to pay little or no importance to it largely because most of the messages sent out by our bodies are involuntary. The body is constantly sending signals to the receiver even without any intentions.
- Body language is a passive medium where the body does not wait for the conscious mind to signal messages. The different body movements convey meaning which is nothing but body language.
- The body movements are often determined by internal psychological stimuli like emotions, feeling etc. Emotions like anger, restlessness, Joy, sadness or dejection find expression more by body language than by its verbal counterpart. In this respect, body language is good gauge to measure the psychological disposition of a person.
- One cannot totally rely on the intentions conveyed through body language as there may be gross misunderstanding of gestures. But even then, it is useful, as it conveys the psychological state of the senders mind in advance. This can help the receiver to shape his responses appropriately.
- Body language may help a manager to know in advance the mental pulse of his co-workers and exercise authority without actually issuing orders. Body language plays a significant role in business negotiations, interviews, formal meetings and even informal interaction.

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Body movements could be mastered through training and practice as actors and dancers do in their performances.

Sometimes body language is used quite spontaneously and one is not conscious of the fact that they are using it. Body language includes communication conveyed by facial expressions, gestures, postures and even dress or appearance.

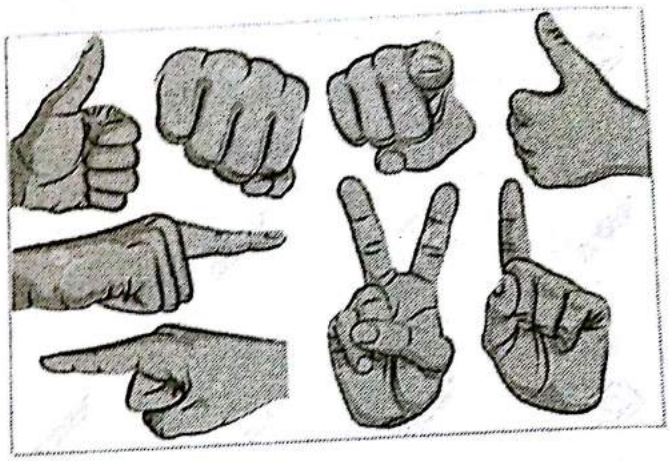

Fig. 1.4.3 : Different types of hand gestures

Importance of body language in face-to-face communication

Body language plays a very significant role in face to face or interpersonal communication.

- Use of facial expressions, gestures and postures, make the message more meaningful. One can gauge the intentions, frame of mind and attitude of the speaker as well as the listener participating in the communication process.
- In formal communication situations like job interviews, group discussions, meetings, presentations etc., body language showcases the professional attitude of the person.
- Physically challenged people have a well-defined gesture language for communication. Body language can also help to communicate meaning even if the sender and the receiver are not familiar with each others language.

Q. 1.4.2 : Hand gestures are used for emphasis and give meaning to our words. Write a short note to support this statement. **MU - May 2016, 2 Marks**

Ans. :

Hand gestures play a very significant role in communicating meaning. Gestures are frequently used along with oral communication to communicate ideas and information. Important concepts can be emphasised during oral conversations, by the use of hand gestures. Even without speaking, a person can communicate his intentions by using hand gestures. For example, a student doing a thumb up, looking at his friend in the exam hall means that he is wishing him luck. So, we can say that hand gestures used during oral communication makes it more effective and meaningful.

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1.4.2.2(A) Facial Expressions

- The head plays an important role in communicating body language.

The **head seats** all the senses, while the face displays the uniqueness of an individual-together, they constitute an important and useful means for transmitting or receiving messages.
The **movement of the head** can signify several connotations like agreeing to something or negating something.
The **nodding of the head** meaning yes or bowing as a sign of respect, are common head meaning yes, or lowing as a sign of respect, are common head movements.

- The face acts as the mirror of feelings and emotions. The emotional disposition of a person often shows up in facial expressions. Feelings like embarrassment, surprise, anger, boredom, restlessness, disgust or fear show up on the face unconsciously.
- When a person is emotionally charged, the facial muscles mirror his mental condition spontaneously and involuntarily. Furrowed eyebrows, smile, lifting of eyebrows and other such expressions suggest sadness, joy, surprise mood variation etc. The Table 1.4.1 shows some common gestures and what they mean.

Table 1.4.1

Gesture	In moderate form	In exaggerated form
Forward leaning	Friendliness	Hostility
Direct eye contact	Friendliness	Hostility
Unique appearance	Creative person	Rebellious person.
Upright posture	Professional expertise and confidence	Hostility, uprightness
Smiling	Friendliness, relaxed	Hiding hostility
Averting gaze	Shyness, modesty	Guilt-ridden
Furrowed brow	Involvement	Anxious
Nodding and reaching out hands while talking	Self confidence	Uncertainty

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Oculesics (Eye contact)

- The most expressive part of the face is the eyes. The eyes not only receive signals but also provide an important focus for face-to-face communication. Proper eye contact is required when two people interact with each other.
- A person who maintain eye contact while talking is understood to be sincere and committed to what he is saying.
- A wondering gaze often suggests distraction, inattentiveness, guilt or impatience. Establishing eye contact is a positive personality trait.
- As a communication tool, eye contact projects affection, friendship, interest, self confidence and open mindedness. Good eye contact indicates earnest, honest and transparent attitude.
- Avoiding eye contact is an indication of deceptiveness and poor credibility. But in certain cultures direct eye contact may be perceived as rude and inappropriate. So, it must be remembered that eye contact can vary from culture to culture.
- Constant gaze may be considered as rude and inappropriate, depending on the circumstances and its intensity.

1.4.2.2(B) Gestures

- Gestures convey meaning by movement of the limbs. Gestures help to add emphasis to oral communication. Often gestures are involuntary and habitual.
- Sometimes we move our hands while speaking, adding a visual dimension to what we are speaking. These gestures occur quite spontaneously and we are not even conscious of these movements.
- The human body has a visual appeal and uses this to its advantage in communication. When the receiver is at a non-audible but visual distance, a person may use gestures to convey the message.
- For example, showing the full palm to indicate stop, moving the index finger to call somebody, the thumbs up gesture or waving the hand to say goodbye. The hearing impaired, have a highly specialised gesture language and codes that are acquired with training and can be understood only by the community of users who understand them.

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- An optimum use of gestures highlights what is being said. Too many gestures can be counterproductive. It tends to distract the receiver and unnecessarily dramatizes the spoken word.
- One should be careful while using gestures to communicate, as they become meaningful in the cultural context in which they are used.
- The wrong gesture can be hilarious or annoying and therefore, undesirable or unpleasant. In this age of globalization and greater interaction between people, this culture dependent medium of body language needs to be used judiciously, because it has an immediate appeal and helps in assessing the personality of the individual.
- Too much of it may lead to miscommunication, too little would make a person appear stiff and project inflexibility.

1.4.2.2(C) Postures

- Posture is determined by the movements of the lower torso. The way we sit, stand and walk determines our personality traits and state of mind.
- The position of the body communicates the mental disposition, and like gestures, this too is often involuntary.
- The general state of our mind gets outwardly projected by our posture, for example, a person leaning his head backwards on the back of his chair may suggest weariness.
- An erect posture would suggest self-confidence, whereas a stooping one may signify sullenness or a sense of insecurity.
- The overall positioning of the body definitely conveys the first impression about a person. Body movements also convey their own set of meaning.
- For example, someone rushing down the stairs suggests some urgency, or a person desperately fumbling through some papers in a file would suggest searching for some important document. Movements are determined by need and therefore, it is observed that they are more purposeful and deliberate.

The way you sit stand or walk reveals a lot about you :

Slumped posture	low spirits
Erect posture	confidence

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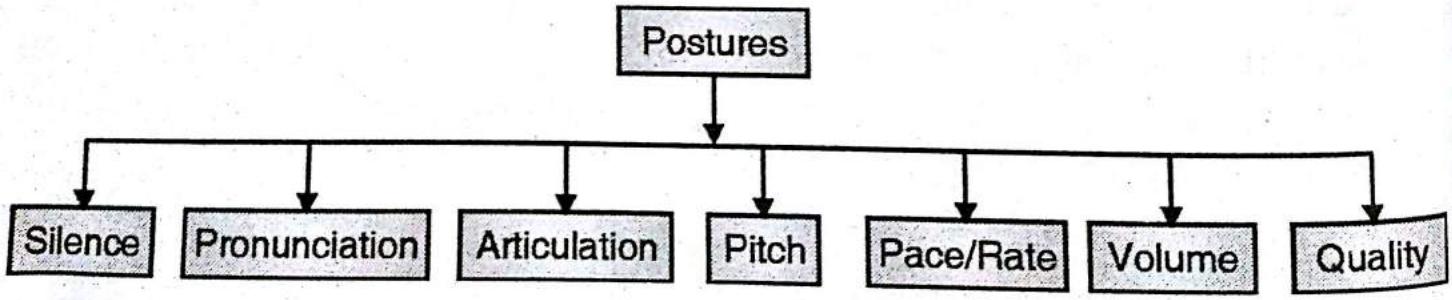
Lean forward	open, honest
Lean backward	defensive, disinterested
Crossed arms	defensive
Uncrossed arms	willing to listen

1. Personal appearance

- Personal appearance plays an important role in communication. A smart, confident appearance creates the desired effect as people see you before they hear you. Appearance includes clothes, hair, jewellery, cosmetics and so on.
- In today's society, the purpose of clothes has altered from fulfilling a basic need to expressing oneself. Clothes accent the body's movements. Appearance is the part of the message that you communicate. In formal situations, one should pay attention to appearance to make communication more effective.
- Ones appearance may put the audience into a resistant or hostile attitude or induce in them a receptive mood. One should project a neat and well groomed appearance, conforming to the need of the occasion. Appearances communicate how we feel about ourselves and how we want others to feel about us.

2. Paralanguage MU - Dec. 2012, May 2013

Paralinguistic features are non-verbal vocal cues that makes oral communication more meaningful. Our voice is our trade mark; it is that part which adds human touch to our words. Voice assigns extra life to the delivery of speech. The characteristic nuances of voice are quality, volume, rate, pitch, articulation, pronunciation, pauses etc.



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(i) Quality

- The voice quality distinguishes one voice from another. Each one of us has a unique voice and its quality depends upon the resonating mechanism.
- A person can be blessed with a good voice quality but one can always train his/her voice for optimum impact. Voice quality can vary from rich and resonant to soft and alluring or even hoarse and husky.
- Removed orators like Abraham Lincoln and Winston Churchill had adapted and trained their voice quality to become speakers par excellence.

(ii) Volume

- Volume is the loudness or softness of the voice. Volume of the voice should be adjusted as per the requirements of the audience or capacity of the room.
- If the place you are speaking in is large and open, volume should be high but if the place is small and enclosed, volume should be low.
- Too high a volume may sound boorish and insensitive where as low volume sometimes conveys timidity or lack of confidence. But one should make effort to adjust the volume so that the voice is audible and clear.

(iii) Pace/Rate

- Rate is the number of words spoken per minute. It varies from person to person. The normal rate should be 12 to 15 words.
- If a person speaks too slowly, he sounds monotonous and dull even if the content is interesting. Similarly a fast speaker may cause discomfort to the listeners as they may not get enough time to grasp the content.
- Under such circumstances the attention of the listeners may go astray. One should therefore adjust the pace of his speech to suit the comfort of the audience. A well-paced, varied message creates interest and enthusiasm in the audience.

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(iv) Pitch

- Pitch refers to the number of vibrations per second of your voice. The rice and fall of voice conveys emotions. Inflections give warmth, vitality and exuberance to the speech.
- **Low pitch indicates sadness**, guilt shock etc. In an ecstatic and joyous state of mind and even when angry, the pitch becomes high. A well-balanced pitch results in clear and effective tone.
- Intonation is the rising and falling pitch of the voice while uttering a word or a syllable. By developing an appropriate intonation pattern, one can express his/her intentions clearly.

(v) Articulation

- If sounds between words or sentences are not uttered properly, the flow of understanding gets interrupted and the listener is unable to completely understand the meaning of the message.
- Lazy articulation, slurred speech or skipping over words can make the speech incoherent.
- One should practice and develop the ability to speak distinctly; produce the sounds in a crisp and lucid manner without causing any obstruction for the listener.

(vi) Pronunciation

- Pronunciation is to speak out the sounds in a way that is generally accepted. The best way is to follow British Received Pronunciation.
- One should be careful enough to pronounce individual sounds along with word stress according to the set norms. One should always consult a good dictionary to find out the correct pronunciation of a word.

(vii) Silence

- One can also communicate varied intentions through silence. Silence can have a positive or negative influence on the communication process. Silence can indicate favor or disfavor agreement or disagreement.

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- During an oral interaction a slight pause or silences enables the receiver to recapitulate what you are trying to emphasize. Silence conveys the seriousness or gravity of the situation. Silence sometimes communicates more than words.

Difference between paralanguage and body language

Body language	Paralanguage
Body language is the use of gestures, postures and facial expressions, in communication.	Use of tone, voice modulation, accent and intonation is called paralanguage.
Use of appropriate body language can make face to face communication more meaningful.	Paralanguage makes oral communication like speech and presentation more effective.

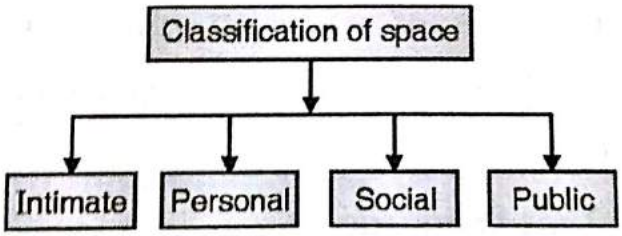
1.4.2.2(D) Proxemics

MU - Dec. 2012, May 2014

Proxemics, is the study of human use of space and the effects that population density has on behaviour, communication and social interaction. It is a component of interpersonal communication that is strongly influenced by culture and behavioural norms. In a professional setting, space is used to signal power and status. For instance, the head of the organisation has a separate cabin and a larger office than the junior employees.

Classification of space

Space can be divided into four distinct zones.



(i) Intimate

- This zone starts with personal touch and extends, upto 18 inches (one and a half feet). Members of the family, lovers, spouses, parents and relatives fall in this zone. A hand shake, a pat on the back, or a hug can come into this zone.

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(ii) Personal

- This zone stretches from 18 inches to 4 feet. Close friends, colleagues, peers etc. fall in this zone. This zone permits spontaneous and informal communication.
- Sitting or standing close to the listener gives the impression of friendliness and warmth.

(iii) Social

- The most relevant circle for a business organization is the next circle between four to twelve feet. This is the social space, where most of the organisational communication takes place.
- Communication becomes more formal in this space. People are cautious in their movements. Professional talk, instructions business negotiations, meetings etc. are all part of this zone.

(iv) Public

- The public space is the outer most zone which is 12 feet and beyond.
- The **communicator interacts** with a large group of people through the public address system. Events that take place in this zone are formal and the advance is an impartial observer.
- The communicator has to use his paralinguistic skills as the audience is beyond proper visible distance.
- **Feedback is more of a group phenomenon** rather than an individual one. Public figures addressing the audience, is an example of public zone.

1.4.2.2(E) Chronemics Time Language

- Chronemics is the study of how human beings communicate through their use of time. Basically, time language is the communicators approach and perception to time. In our day to day lives, we constantly attempt to control time, trying to use it more effectively.

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- In organisations, time is considered to be valuable and the image of the employee depends on his use of time. If you are late for an appointment, people view you negatively. If you arrive too early, you are considered to be over-eager or aggressive. One communicates subtly and explicitly, through time.
- **Time language** is culture specific. Western European countries and the US, lay a great emphasis on time management.
- **Organisational efficiency** to a great extent is measured by the time management skills of its employees.
- **Speed and punctuality** are essential for effective use of time language, since these two have a direct bearing on how effectively the organisation functions.

1.4.2.2(F) Haptics Communication by Touch

- The sender and the receiver can communicate with each other by means of direct physical contact which is haptics or touch.
- Haptics or the language of touch is to a great extent, culture specific. An acceptable kind of touch in one culture may be completely unacceptable in another.
- Haptic interaction between the genders is one area that requires care. Patting someone on the back, embracing, kissing or shaking hands are common haptic gestures.
- Haptics should he optimally used so that it is neither too strong nor too weak.
- The handshake is very widely used as a gesture of welcome or greeting somebody. A **hard handshake** can he interpreted as rude and over powering, whereas a feeble handshake can mean diffidence or disinterest. A **firm handshake** conveys warmth and friendliness.
- Touch can also indicate the organisational status of the person. In association with other media like body language and oral communication, haptics can strengthen the bond between the superior and the subordinate and can create better interpersonal interaction.

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Q. 1.4.3 : Which communication method would you use in the following situations and why

i) Reprimanding a junior because he has not completed an important report on time.

ii) Giving a set of instructions to colleagues to complete a project.

MU - May 2016, 2 Marks

Ans. :

(i) If oral face to face communication is used to reprimand the subordinate, message will reach him and he will also get a chance to voice his problems or delay in completing the report.

(ii) In this case, I would prefer giving written instructions because it would serve as a written record and the subordinates can refer back in case of doubt.

Syllabus Topic : Barriers to Communication (Linguistic and Semantic, Psychological, Physical, Mechanical, Cultural)

1.5 Barriers to Communication

MU - Dec. 2014

- The communication process is often affected by the limitations of the sender as well as the receiver and the desired result is not obtained.
- When the sender sends the message to the receiver through an appropriate medium and channel, sometimes the message sent is not equal to the message received. This is due to some obstruction in the communication process which is the barrier.
- Barriers are the unplanned interferences in the mechanics used for communication. It is also termed as Noise.
- During oral communication, barriers may arise if the sender is disorganised, uses irrelevant information, chooses words wrongly or has a poor voice quality.
- In written communication, poor message composition, wrong syntax, incorrect spellings and punctuation can lead to the entire message being misconstrued.
- The receivers inattentiveness, level of understanding and intelligence, can also contribute to a communication breakdown.

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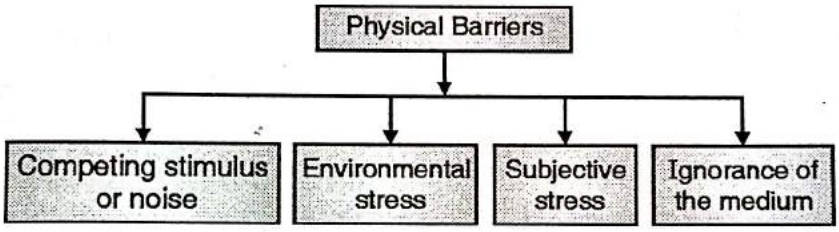
- Barriers to communication are of various types; they can be physical, mechanical, organisational, psychological, cultural and linguistic in nature. Whatever the type, all barriers distort communication.

1.5.1 Physical Barriers

MU - Dec. 2012, Dec. 2013

Location, environment, time and distance, our physical condition and the medium we choose to communicate can create obstruction in the process communication. The **different types of distractions that act as physical barriers to communication** are :



(i) Competing stimulus or Noise

- Communication involves creating and responding to stimuli. When we communicate, our voice and tone stimulate the receiver to respond.
- However the communication process can be interrupted by loud music, traffic noise or any other external noise. These disturbances run parallel to the communication cycle and distort it.

(ii) Environmental stress

- A barrier in communication can be caused due to environmental disturbances.
- Climate, temperature, humidity, heat, dust, rain, snow and thunder adversely affect communication.
- Cyclones, tsunamis and floods can play havoc with the communication network making it impossible for people to reach out to each other.

(iii) Subjective stress

- Barriers occur, if the communicator or the communicate suffers from some kind of physical or psychological stress.

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- When individuals are subjected to stress or are fearful, unhappy, unwell, anxious or excited they find it difficult to speak, listen or interpret correctly.
- Emotions or extreme feelings can also cause disturbances in the process of communication.

(iv) Ignorance of the medium

- For the process of communication to occur, a medium or channel is required. But if individuals are not familiar with the medium or its correct usage then barriers can take place.
- Use of written medium will create problems for those who do not know how to read and write. Using a language that the receiver is not familiar with, can cause disruptions in communication.

1.5.2 Mechanical Barriers

MU - Dec. 2013

- If the instruments or equipments used in communication are defective then communication will not take place as desired.
- If telephones, fax machines and computers do not work properly or are out of order even for a short while our work comes to a standstill.
- Disturbances caused in the physical transmission of the message, blurred sound, poor picture quality on television can be examples of mechanical barrier.
- Absence of telecommunication facilities can also act as a mechanical barrier to communication.

1.5.3 Organizational Barriers

MU - Dec. 2013

- An organisation is a complex structure and miscommunication can cause barriers in the overall working of the organisation. In large organisations, long lines of communication can cause barriers.
- The design and layout of an organisation can, not only increase the physical distance between employees but can also create a psychological distance.
- Hierarchy and status can create misunderstanding and disruptions in organisational communication. Individuals occupying positions of authority are accorded with prestige and power.

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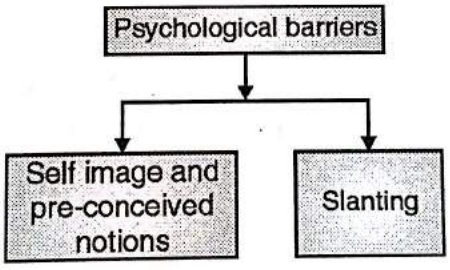
- Status symbols like air conditioned cabins, personal assistants etc create artificial barriers between seniors and subordinates.
- Status separates seniors and juniors physically and emotionally. This results in distrust, suspicion and misunderstanding. Bias and prejudice comes in the way of interpersonal relationships due to the hierarchal structure in organisations.
- A participative and flexible style of management along with a democratic design and layout of office space helps to relax status barrier and creates an atmosphere of openness and cordiality.

1.5.4 Psychological Barriers

MU - Dec. 2013, May 2014

- Emotions and attitudes of people affect the sending and receiving of messages creating psychological barriers. Human beings are victims of bias and prejudice, suffer from anger, fear, joy and sorrow.
- Each one of us has a unique personality which is shaped by our background upbringing and past experiences. The system of values and standards defines our actions, thought process and this in turn affects the way we communicate.

Some important psychological barriers are :



a) **Self image and Pre-conceived notions :** Each one of us looks at himself or herself in a particular way. Concept of one's own self affects the way we communicate and the results of communication. People interpret messages and create their own understanding on the basis of their preconceived notions. They usually accept messages that boost their self image and reject others. This results in communication selectivity.

b) **Slanting :** Bias and prejudice often colour our judgement and influence our perception and subsequent communication. We do not

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always present all the facts but allow our preferences to pick and choose. Thus, our messages are slanted with intentional bias.

Closed Mind

A closed-minded person has a narrow vision. Such a person rejects any other point of view. A person with a closed mind is not ready to accept new facts or alternatives and hence ends up communicating, incomplete or incorrect information. Such people are dogmatic and rigid in their opinions and attitudes.

Unclarified assumptions

Assumptions are personal inferences made by the speaker and not factual statements. Our bias, prejudice and opinions prompt us to make unjust or unfair assumptions about others. Some people, have the superiority complex and they assume others to be inferior in all respects. Such a feeling can create barriers in communication.

Horns and Halo Effect

When we admire or like somebody, we believe that they can do no wrong and accept whatever they have to say as correct and valid. Whereas we condemn those we dislike and do not pay attention to their views or opinions.

Premature Evaluation

Poor listeners jump to conclusions and respond prematurely to the message being conveyed. In their haste they tend to miss out on important details. Their evaluation is usually based on incomplete and insufficient data leading to incorrect interpretation.

Psychological barriers are interrelated because they arise in our mind. As long as we allow our perceptions, emotions and prejudice to colour our thinking process and attitudes, these barriers will be difficult to overcome.

1.5.5 Language Barriers (Linguistic) MU - Dec. 2013

- When we communicate, our main intention is to understand and be understood. Language is the tool used in communication to convey meaning. But language is ambiguous in nature. Words are mere symbols and mean more than one thing. Our use of language also depends on our back ground, culture, experience, attitude and location.

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- Words can mean different things to different people. Sometimes the usage can be faulty leading to misunderstanding of message.
- Use of unfamiliar language and idiom can cause linguistic barriers. American English differs from British English and use of Americanisms may cause problems to those raised on British pronunciation, spellings and vocabulary. Wrong emphasis on words and phrases and stressing the wrong part of a message can also confuse the receiver. Words possess different associations and meanings for different people.
- The favourable and unfavourable interpretations of a word depend upon the context in which it is used. Words like Capitalist and Communist terrorist and freedom fighter will have different connotations depending on the politics and ideology of the user. It is therefore important to use simple, direct, Jargon-free language and try to be brief and clear to avoid linguistic barriers.

1.5.6 Cross-Cultural Barriers

MU - Dec. 2013

- Language and culture are closely related. While language is an expression of culture many other variables combine to make up culture. Religion, social, customs and traditions food, clothes, manners, habits are some important cultural parameters.
- In the era of globalisation, it is absolutely essential to learn and become familiar with the customs and practices of other cultures.
- For example, in Latin America it is customary to socialise before a business meeting. The gift of a clock to a Chinese delegation can cause a cross cultural rift as the gift of a clock is a bad omen in Chinese culture.
- In the Middle East, a business woman must dress according to the prescribed dress code and in Japan you greet by bowing. To avoid cross cultural barriers, one has to have an open mind and willingness to adapt to different cultures.

1.5.7 Sematic Barriers

MU - May 2015

- Semantic barriers can be caused due to use of words with different connotations. Use of jargons or specialised vocabulary used in a particular profession can cause a block in communication for those belonging to other professions.

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- Absence of a common language can also cause linguistic barrier. Sometimes the same word may have multiple meanings. Homophones are words that have the same pronunciation but different meaning, which can cause faulty interpretation.
- People speaking English with heavy American or British accent may not be understood by natives speaking English. All the above factors can cause semantic/linguistic barriers.

Q. 1.5.1 : Do as directed : Although Govind is very upset about the new policy, when asked for his opinion, his reply to his boss is, It is fine, Sir.(identify the barrier.)

MU - May 2011, 1 Mark

Ans. : Although Govind is very upset about the new policy, when asked for his opinion, his reply to his boss is, It is fine, Sir.

Psychological (status barrier)

Q. 1.5.2 : Identify the communication barriers in the following situations : (i) It is quite tedious to manually work on students records, but I'm afraid to use the computer because it might corrupt all our records. (ii) This room is terrible to work in. I am able to hear everyone around and I can't concentrate. (iii) I dont agree with you. Ive specialized in the subject and have been frequently invited to deliver talks on this. I can't be wrong.

MU - May 2012, 6 Marks

Ans. :

(i) Physical Barrier, Ignorance of the medium

(ii) Physical Barrier, Competing stimulus

(iii) Psychological Barrier Prejudice and closed mind

Q. 1.5.3 : Identify the barriers in the following situations : (i) Kishanial never made mistakes in his accounts and was a very sincere worker. The manager was puzzled when Kishenlal could not work with the new calculating machine and remained absent from work. (ii) The lectures in the College had to be suspended because of the Loud music played by the Winning Political Party. (iii) The Frenchman was unable to communicate with the Hindispeaking taxi driver.(iv) The music concert had to be stopped due to electricity failure. (v) The subordinates remained silent when the Chairman asked them to give their opinions on the new proposal.

MU - Dec. 2012, 6 Marks

Ans. :

(i) Psychological (Resistance to change) (ii) Physical (competing stimulus)

(iii) Linguistic or Language barrier (iv) Mechanical barrier

(v) Psychological (status barrier)

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Q. 1.5.4 : Identify the barrier :(i) A young girl shouts at her mother, You just dont understand. (ii) A young father is unable to work on his report because of the body's crying loudly.(iii) In a social gathering the men are having a discussion on why women cannot drive properly. **MU - May 2016, 3 Marks**

Ans. :

(i) Psychological(snap reaction)

(ii) Physical barrier (competing stimulus)

(iii) Psychological (unclarified assumptions and closed mind)

Syllabus Topic : Networks of Communication (Formal and Informal)

1.6 Networks of Communication

MU - Dec. 2011, Dec. 2013

- An organisation is a composite of many individuals working together, towards a common goal. They are constantly interacting with each other and with people outside the organisation.
- The communication network in an organisation is of two types :
  1. Internal communication
  2. External communication
- Internal communication can be further categorised as formal and informal channels of communication.
- A variety of patterns emerge when communication combines through vertical and horizontal channels. Formal and informal channels of communication run parallel in a business organization.
- The patterns developed for communication purposes are the networks. Formal communication can be broadly categorised into horizontal and vertical. Vertical communication can be further classified into upward and downward.
- Horizontal communication is also called as peer communication as it takes place between people of the same level in the hierarchy. When superiors send orders and instructions to subordinates, it is called as downward communication.
- In upward communication subordinates communicate back with their superiors by giving the feedback of the orders or instructions sent through downward communication.

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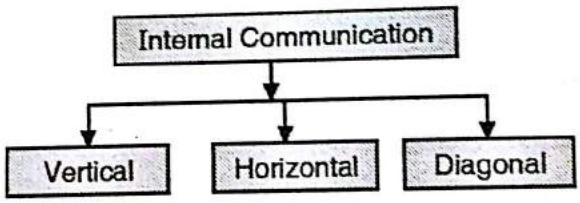
- Informal communication is also called as Grapevine communication, which does not follow any protocol.

1.6.1 Internal Communication

- Interaction between members of the same organisation is called Internal communication. It could be both formal and informal.
- Large organisation, with hundreds of people working together, interact with each other for work related matters in a number of ways.
- They adopt strategies like meetings, conferences, newsletters, annual reports etc. to communicate the essential message.
- Informal communication is also prevalent in all organisations, where people have direct interface with each other and they communicate outside the formal channels of communication. The formal channels of communication are as follows :

1.	Vertical	2.	Horizontal	3.	Diagonal



1.6.1.1 Vertical Communication

MU - May 2013, May 2015

- Upward and downward flow of messages constitutes vertical communication.
- Information is transmitted from top management to the employees working in the organisation and vice versa.
- Vertical or up-and-down communication is essential in every organisation so that management can give directives and send information downwards and also receive periodic information from subordinates about the effectiveness of their directives and the progress of the organisation.

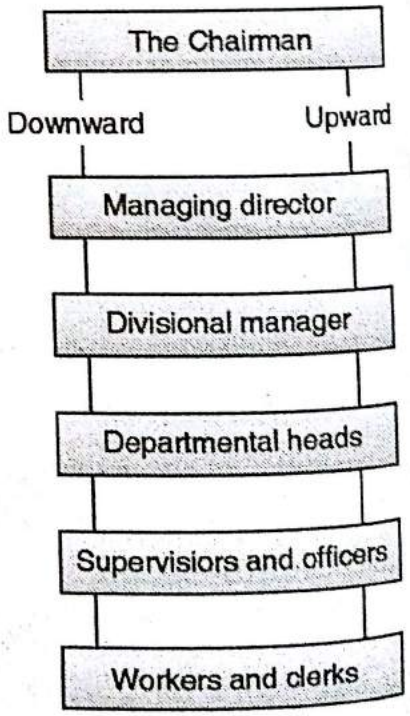


Fig. 1.6.1

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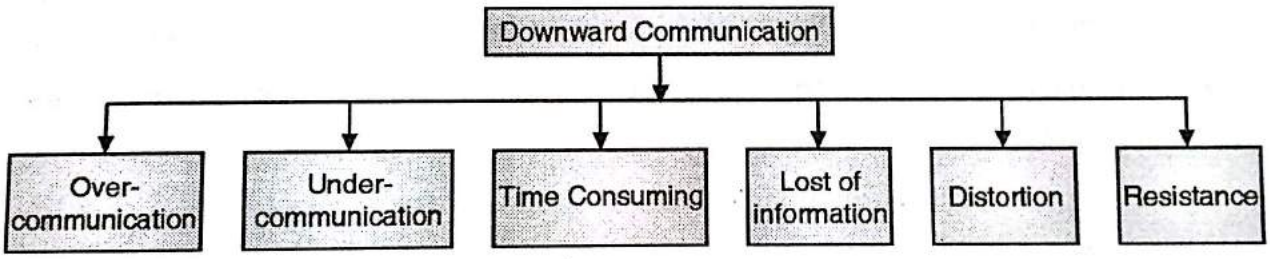
1.6.1.1(A) Downward Communication

MU - May 2011

- When orders, directions, instructions and information flow downwards from superior to subordinates it is called Downward Communication.
- Downward communication helps to unite and bond the different levels of authority within the organisation and thus preserves the organisational and communication structure.
- Downward communication can be used for the following purposes :
  - a) To give instructions and directives about a job,
  - b) To inform subordinates about their performance,
  - c) To give background information about a job,
  - d) To explain policies and procedures of the organisation,
  - e) To issue warnings and reprimands or to express appreciation.

Downward communication can be most effectively used in organisations when the lines of authority are clearly demarcated. But there are also some problems associated with downward communication, which are discussed below.



a) Over-Communication

- This problem arises if the manager or the supervisor is too talkative. He or she may blurt out confidential information or merely waste time of the subordinates.
- Care should be taken to see that the employee is not overloaded with messages (oral/written) which can make him feel tired, saturated, inattentive and bored.

b) Under-Communication

- This problem arises when the supervisor / manager does not talk enough and leaves his subordinates guessing about what he wants them to do.

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- Instructions issued by non-communicative supervisors are incomplete and lead to misunderstandings.
- Sometimes relevant background information required for decision making is not provided by under communicative supervisors and subordinates draw the wrong conclusions.

c) Time Consuming

- Downward communication tends to be slow as it moves along the line of hierarchy.
- By the time information reaches the worker in the lowest rung of hierarchy, much of its significance is lost.
- Any attempt to bypass the intermediate officers and communicate directly with the lower rungs of hierarchy can lead to confusion and heart burn.

d) Loss of Information

- According to experts, when information passes down from the highest level in the hierarchy to the lowest, much of the information is lost.
- Only 2percent of the information gets through, especially in case of oral communication.
- To overcome this disadvantage, managements try to keep the line of downward communication short and also introduce checks at different levels to see that the message is not reduced in content.

e) Distortion

- Messages can also get altered or distorted while travelling from the highest to the lowest rungs of hierarchy.
- Oral messages are particularly prone to distortion as at each level, exaggeration and fact twisting is added. Sometimes employees do not pay attention to the contents of the message and it gets distorted.

f) Resistance

- As people in the lower rungs of hierarchy are merely the receivers of orders and instructions, they unconsciously resist and resent such messages and miscommunication occurs.

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1.6.1.1(B) Upward Communication

Upward communication happens when information is given to superiors by their subordinates. Upward communication can smoothly occur if subordinates feel free to convey their opinions and attitudes and report freely on their work.

Upward communication is important as supervisors can get information from subordinates in the form of grievances, complaints, difficulties and problems. It can also act as feedback, as to how instructions and directives are being received and followed.

Methods of upward communication

Some commonly used methods of obtaining upward communication are :

a) Reports

Subordinates are required to submit periodic reports (oral and written) on the progress made by them in their assigned job.

b) The open door policy

The worker can get easy access to the managers cabin to report about his assigned task or communicate his grievances.

c) Group gatherings

Departmental social gatherings are arranged so that workers get a chance to meet and talk to their managers in an informal atmosphere.

d) Complaints and suggestion boxes

Boxes in which workers can drop their suggestions and complaints are installed in convenient places.

e) Direct correspondence

The manager initiates direct correspondence with the workers and encourage them to revert back to him.

f) Counselling

Workers are encouraged to approach the supervisor with their personal problems. If the employee feels that he/she is not performing well, can talk to the supervisor about the problems thatare affecting his / her work. In the guise of counselling , much valuable information is obtained.

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g) Using MBWA

MBWA stands for Management by Walking Around. This is a modern American concept which uses informality to keep communication flowing instead of relying on the rigid formal channels.

Advantages of upward communication system

The advantages of an effective upward communication system are :

(i) Valuable information is received for decision making.

(ii) Acceptance of suggestions from workers might lead to improved performance.

(iii) It encourages employees to actively participate in the working of the organisation which can lead to job satisfaction.

(iv) It provides a feedback to the managers on how their directives and instructions are being implemented.

Disadvantages of upward communication system

Some of the disadvantages associated with upward communication are given below:

a) Awe or fear of authority

Subordinates do not feel free to talk about their on-the-job problems with their supervisors. The air-conditioned cabins and all the other trappings of the office make the subordinates feel intimidated and inferior. The superior who radiates power and authority makes the average worker clamp up.

b) Unwillingness to admit failure

Employees at the lower rungs of hierarchy are insecure about their jobs. They avoid discussing their on-the-job problems with their superiors for they have a lurking fear that the superior might regard them as individual failures and block their promotions.

c) Slanted stories

Out of a sense of insecurity or inferiority workers while communicating with their superiors take to suppressing facts. Suppressing and slanting lead to the managers getting a wrong and distorted picture of what is going on in the office.

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d) Short-circuiting of authority

This problem of upward communication arises when the subordinate is aggressive and hold. The over bold worker skips the lines of authority and approaches the top executives, which can create bad blood and ill-will amongst the top executives.

e) Inattention to upward communication

Sometimes top executives ignore or pay scant attention to upward communication, due to their pre-occupation with other work. This can make the subordinates feel slighted and they may adopt a cynical attitude in future.

f) Anonymous communications

Often these are written by dissatisfied workers. Anonymous letters are common in organisations, but if they are too many, then it is time for the management to sit up and take notice. The management should look into any specific charges that have been made in the letters.

Difference between Upward and Downward Communication

MU - Dec. 2011, Dec. 2013

Upward Communication	Downward Communication
Upward communication takes place in a business organization, when information, feedback of instructions, opinions etc. are given to superiors by their subordinates.	When orders, instructions, directives, information flow downwards from superior to subordinates it is called downward communication.
Some methods of obtaining information through upward communication are, reports, the open door policy, group gatherings, direct correspondence, counselling etc.	Downward communication can be used for giving instructions and directives about a job, to inform subordinates about their performance, to explain policies and procedures of the organization and so on.
Effective upward communication is very important for the smooth functioning of the organization.	Downward communication can be effectively used if the lines of authority are clearly demarcated in an organization.

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1.6.1.2 Horizontal Communication

MU - Dec. 2012, May 2013

- Communication between people of equal or comparable status is known as Horizontal Communication, viz. Clerk to clerk, Manager to manager etc. Horizontal communication occurs between people of the same hierarchy.
- In every organisation unimportant and routine matters are dealt with by employees who communicate with other employees without troubling their seniors.
- Horizontal communication is also referred to as peer communication. The need for horizontal communication within an organisation is very great as without it there will be no co-ordination and co-operation among the different units.
- An alert management is always on the lookout for failure of horizontal internal communication and acts speedily to repair the damage, as it could affect the effectiveness and productivity of the organisation.
- Horizontal communication works best at the fact to face and oral levels. When the communication takes place face to face, the facial expressions record the inner feelings of the speaker and feedback is immediate.
- Oral and face to face communication is democratic and produces better results and a cordial atmosphere. Letters, reports, telephonic talks, meetings etc. are some other ways of communicating horizontally.

Advantages of Horizontal Communication

(i) Horizontal communication enhances team spirit and improves the co-ordination between people of the same rank or status.

(ii) As people belong to the same level of hierarchy, they can freely exchange their thoughts and feelings.

(iii) Horizontal communication is time-saving as departmental heads can organize meetings to discuss policies or problems, get solutions etc. It is quick and smooth and can even be a substitute to vertical communication.

Disadvantages of Horizontal Communication

(i) Since employees are of the same rank, there is a tendency to compete with each other. This results in jealousy and strained relationship which can hamper the smooth functioning of the organisation.

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(ii) There can be a clash between horizontal and vertical communication. If too much of authority is given to supervisors at the horizontal level, the powers of superiors may get affected.

(iii) Horizontal communication can tend to become more informal as people belong to the same rank. People may indulge in gossips which can be a time waster.

(iv) Departmental heads may try to emphasize the role of their own department in achieving organizational goals. This leads to departmental rivalries and can mar the ultimate goals of the organisation.

1.6.2 Informal Channel (The Grapevine)

MU - May 2012, May 2013

- Grapevine is a kind of horizontal communication and it consists of a complex network of informal contacts that occur all day long on the job, spontaneous channels through which facts, half-truths and rumours pass.
- It is possible for such rumours to result in upward and downward communication, but the general direction is horizontal as such communication takes place between people who know and trust each other.
- Gossips, here say, rumours, go to make up that Personal Communication that is grapevine. As a result of it views, opinions and attitudes are formed which can do great harm to the organisation.
- As may well be imagined the grapevine can do great harm or good to an organisation; it may cause the workers to lose their morale or to work with redoubled vigour.
- If the top management of an organisation is intelligent it will try to feed the grapevine with information that is accurate and which will serve as a morale booster. It will also use the grapevine as a barometer to find out the level of morale of the workers.
- Managements should realise that the grapevine can neither be cut nor controlled, at the most it can be influenced.
- In organisations, grapevine can act as an outlet for workers who might otherwise bottle up their grievances and explode at a later date.

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Advantages of Grapevine

a) Informal Relations

Grapevine communication binds the people together in an organisation. Employees freely share their joys, sorrows and other emotions at the workplace.

b) Quick Transmission

Grapevine stories spread very rapidly. If a worker has met with an accident the news will reach all the workers of the factory in a flash.

c) Promotes team spirit

As employees can communicate outside the formal channels of communication, it enables them to form a cohesive team which benefits the organisation.

d) Feedback

Grapevine is an informal way of communicating, people give their honest opinions fearlessly. Management can get true feedback about their policies and procedures and implement them in an employee friendly way.

Disadvantages of Grapevine

MU - Dec. 2012

a) Distortion

As grapevine mainly promotes gossips and rumours, distorted messages can demoralize the employees.

b) Lacks Credibility

Messages and information passed through grapevine communication lack credibility as people tend to distort the original message by adding their own comments and observations.

c) Lacks Responsibility

As grapevine communication is informal in nature, the communicator does not take responsibility of the message.

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d) Time Waster

Grapevine communication may lead to wastage of time. People enjoy gossip sessions, and useless unauthentic information is passed on.

Difference between formal and informal communication

Formal Communication	Informal Communication
Formal communication is used to communicate information, orders and instructions within the organization.	It is also called as grapevine communication and is made up of gossips and rumours.
It follows a definite protocol.	Does not follow any protocol and cannot be relied upon.

1.6.3 External Communication

MU - May 2011

- The external communication of a business organisation takes two forms :

  a) Outwardand b) Inward
- A business organisation has to communicate with numerous people and parties that are outside, namely, customers, banks, government officials, insurance companies, the police, the municipality etc.
- External communication can take the form of sending letters, e-mails, phone calls or the company can use mass media like newspapers, radio or television.
- Speeches by company officials and visits to chambers of commerce and other public bodies are ways in which a company communicates with the outside public. All this is done, not only to earn profits, but also to implant a favourable image of the company in the mind of people.
- **Advertisement is the most structured form of external communication.**
- Inward external communication is said to take place when the organisation receives letters, e-mails, phone calls and visits from outside persons.
- Inward external communication is basically the feedback that the company receives to all that it has been doing. Both inward and outward external communication, are handled by the public relations department of the company.

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Syllabus Topic : Language skills (Listening, Speaking, Reading, Writing)

1.7 Language Skills

MU -Dec. 2012

1.7.1 Listening

- **Listening can be defined as the art of hearing and understanding what some one is saying.** Since communication involves both a source and a receiver, listening consist of the roles receivers play in the communication process.
- It is a process that includes attending, perceiving, interpreting, assessing and responding.
- Effective listening is very important for successful communication.
- When the sender sends the message through an appropriate channel and medium, the receiver, receives the message through the process of listening.
- If he listens to the message attentively, the understanding response will be positive. If the receiver is not attentive, the receiver will not be able to decode the message as desired by the sender.
- Effective listening helps the receiver to assign meaning to the message, drawing inferences and seeking accuracy of information and evidence.
- Feedback provided to the speaker will be positive only if the receiver listens to the information critically and attentively. The process of communication is a success only if the receiver interprets the message appropriately through effective listening.

Good Listening

MU - May 2015

- To ensure good listening, one should not interrupt when the speaker is speaking. You should consciously make efforts to concentrate on the message.
- Respond to the speaker and encourage him by using non verbal signals like nodding your head.
- Keep an open mind so that you are not prejudiced by the speaker's appearance, status or mannerisms.

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- Pay attention to the facial expressions, gestures and body language of the speaker to understand the underlying meaning of the message. Listen for ideas, not just the words.

1.7.1.1 Process of Listening

MU - May 2011, Dec. 2015

- In order to be a good listener, it is necessary to understand the various stages of listening. They are :
  - **The Sensing/Selection stage :**The listener selects from among a multiple of stimuli, the only one, that seems important and converts it into a message.
  - **The Interpreting stage :**The listener is engaged in the act of decoding the message. The listener is faced with multiple barriers at this stage, which could be semantic, linguistic, psychological or environmental.
  - **The Evaluating stage :** At this stage, the listener listens critically, assigning meaning to the message, drawing inferences and seeking accuracy of information and evidence. The evaluation process is often affected by prior experiences, beliefs and emotions.
  - **The Responding stage :** The listener responds to the message and provides feedback to the speaker. The listeners non-verbal signals tell the speaker whether he or she has been understood or not.
  - **The Memory stage :** This is the final stage of listening. Effective listening helps the listener to retain what he/she has heard. But, no matter how brilliant a speaker is, most listeners can retain only 10-25% of the talk or presentation.

1.7.1.2 Advantages of Listening

MU -Dec. 2011, Dec. 2012

Effective listening is extremely beneficial in the activities we indulge in our day to day lives. Some of the ways that it helps us in our daily lives are :

1. It breaks up the barriers between people.
2. We can understand each other better.
3. It minimizes the losses of potential revenues, which may result from sending a customer the wrong product.
4. It prevents miscommunication of objectives and priorities among people.
5. It prevents loss of valuable time as repetition is not required.

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We listen to :

(i) Obtain information (ii) Solve problems

(iii) Share experiences and (iv) Persuade or dissuade.

If people are poor listeners then

(i) Only inaccurate and incomplete information is exchanged.

(ii) Problems remain unsolved due to inaccurate listening.

(iii) People are unable to share experiences, and

(iv) Being unable to understand each other because of poor listening skills, the are unable to persuade and convince others.

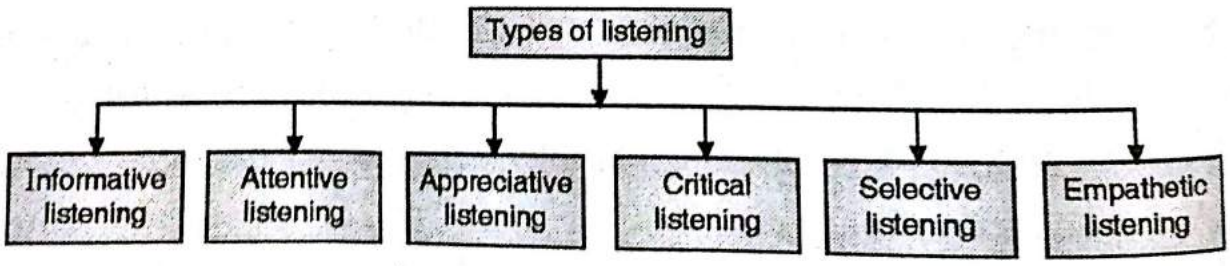
MU - May 201

Characteristics of Listening

- Cultivating effective listening skills is very important not only at th workplace but also in our day to day lives.
- A person can gain great amount of knowledge through attentive listening.
- Listening empathetically to other people can help develop good huma relations. One can also receive better work cooperation from colleagues.
- Good listening skills can help solve conflicts and problems.
- A good listener does not dominate the conversation. He listens attentivel and plans his responses accordingly.
- A good listener provides feedback but does not interrupt incessantly. H analyses by looking at all the relevant facts and is open-minded in hi responses.

1.7.1.3 Types of Listening

MU - May 2011, May 201



1. Informative Listening

- Informative listening refers to the situation where the listener primary concern is to understand the message.

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- Much of our learning comes from informative listening. For example, we listen to lectures or instructions from teachers and what we learn depends on how well we listen.
- In the workplace, we listen to understand new practices or procedures and how well we perform depends on how well we listen. Careful informative listening is very crucial in our day to day activities at the workplace.

2. Attentive Listening

- When people listen attentively, their goal is to understand and remember what they are hearing. This kind of listening is very necessary when the listener has to use the information for practical purposes.
- Listening to announcements, instructions, important points highlighted during a lecture are examples of attentive listening.

3. Appreciative Listening

- Appreciative listening includes listening to music for enjoyment, to speakers because you like their style, or theatre, television and radio.
- The quality of appreciative listening depends upon three factors presentation, perception and previous experience.
- The main intention of appreciative listening is to derive pleasure. Listening to music, jokes,anecdotes, stories etc can come under the category of appreciative listening.
- People attend concerts, watch movies or listen to music on their iPad which is appreciative listening. In appreciative listening, one listens and enjoys what he is hearing. Appreciation may be in the form of applause.

4. Critical Listening

- Critical listening involves critical evaluation of what has been heard and sometimes challenging it. Listening to political speeches, sales presentations or debating an issue requires critical listening skills.
- At the job interview the interviewers listen to the interviewee critically, evaluating all aspects of his personality.

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5. **Selective Listening**

While listening, if the listener ignores most part of the conversation then it is called as selective listening.

6. **Empathetic Listening**

Empathetic Listening is listening not only to what the speaker is saying but also understanding his/her feelings and emotions. In empathetic listening, the listener has to be alert to the speakers implied meaning, attitude and state of mind.

In classrooms, sometimes students indulge in selective listening. While listening, the listener may pay close attention to only topics of their interest and ignore rest of the matter. Due to biased attitude, sometimes subordinates may listen selectively to the directives given by the superiors.

1.7.2 Speaking

- Speaking effectively and powerfully is a skill that is really worth learning. Fortunately, public speaking can be learnt and even perfected to some degree.
- With tenacity and persistence, you can master it, and it will make a significant difference to your career.
- As a professional, you are expected to deliver speeches and presentations. Your ability to communicate effectively with your audience and engage them directly reflects on your company and you.
- Executives may mostly require technical skills but as they rise in management, they are required to present their ideas and plans in an effective way.
- The ability to speak effectively in public is important. Professionals are required to make speeches and presentations quite frequently, at the organisational level.
- Presentations are made to explain ideas or plans, to report on the results of research or investigations, to convince people of the advantages of a course of action, or to entertain people.
- Being able to present information and ideas clearly and in a well-organized way in front of a group of people is a useful skill. Along with computer skills,

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professional presentation skills are becoming a new survival tool in the workplace.

- Audio visualaids play a very important role in making oral communication more impressive. Use of power point slides can enhance the effectiveness of oral communication.
- Matter presented orally can be made more interesting for the audience, if relevant pictures and graphics are displayed.
- In technical and business presentations, statistics and complicated data can be better explained through audio visual aids.
- It is also very advantageous for the speaker as he/she need not memories the speech as visuals can help in delivering the presentation extemporaneously.

1.7.2.1 Difference between Presentations and Public Speaking

- A presentation is a formal talk addressed to one or more people and presents ideas or information in a clear, structured manner.
- On the other hand, public speaking is speaking formally to a group of listeners. Both these types of oral communication are similar, but they only differ subtly in terms of the purpose of the speaker, background and expectations of the audience, the amount of information to be delivered and the level of interaction to he allowed.

1.7.2.2 Structuring a Presentation or a Speech

- Structuring or organizing the matter clearly is very important for an effective presentation. A well organized presentation conveys the message with clarity and in a comprehensible manner.
- On the other hand, rambling or talking too long to get to the point, including irrelevant matter, omitting necessary information or messing up the ideas can lead to a disastrous presentation.
- Sometimes even experienced speakers end up presenting their ideas in a disjointed manner.
- The key to all these problems is to organise your ideas into a well structured pattern. First, tell your audience what you want to say; then deliver your ideas; and finally tell them what you have already said.

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- In simple words, your presentation should have the following format :
  1. **Introduction :** Should grab attention, introduce the topic, use the strategy to establish credibility, preview your speech and have a smooth transition to themain topic.
  2. **Main body :**The entire matter should be organized in a logical sequence. Themajor points highlighted in the introduction should be expanded here.
  3. **Conclusion :** You can conclude the main points. As you conclude, remind the audience briefly about the purpose of your presentation, which could be either to persuade them or to inform them. You can conclude with a quotation, joke or anecdote with which you commenced your presentation to bring it to a full circle.

1.7.2.3 Strategies for Good Presentation

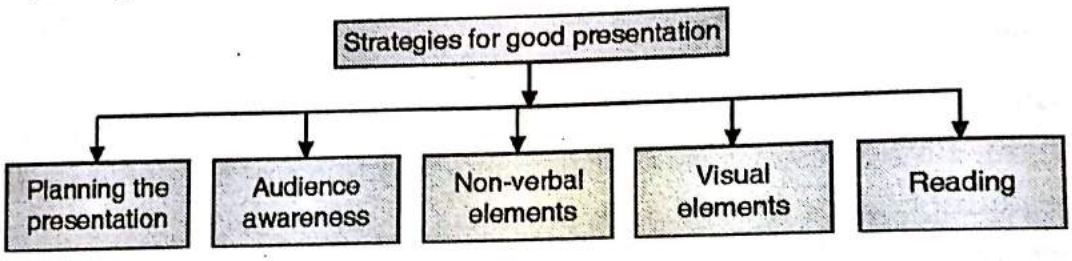

Fig. 1.7.1

1. Planning the Presentation

- For making an effective speech or presentation, planning is very important. It is true that some people are naturally talented at public speaking, but with some helpful guidance, anyone can prepare and deliver a successful speech.
- Define the purpose of your presentation and the occasion. Collect the relevant matter and design your presentation in an effective manner.
- Start the presentation with an interesting quote or anecdote. Use simple unambiguous language to deliver your matter.

2. Audience Awareness

- Whatever, the occasion, your speech/presentation must always be targeted to the people in your audience, who know what they want to listen, just as speakers know what they need to convey.

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- Knowing the age, sex, background, knowledge and attitude of your audiences would greatly help you tailor your speech better.

3. **Non-Verbal Elements**

- Your appearance, facial expressions, eye contact, postures and gestures- all communicate your interest, enthusiasm, dynamism, intention and confidence to your audience.
- Try to use the non-verbal cues effectively during your presentation. Maintain a relaxed and firm posture, while delivering the presentation. Words and body language should be synchronized well.
- Gestures should enhance, not distract the audience from the message. Establish direct eye contact with your audience.
- If the audience is too large, select a few people in different parts of the hall, making eye contact with each one of them for a few seconds.
- Your vocal elements, namely, the tone, pitch, rate and volume reflect your attitude about yourself, your message and your audience.
- **Speak with enthusiasm and sincerely. Adjust the volume of your voice and avoid fast delivery.**
- **Use your optimal pitch and articulate each word clearly. Use silence and pauses effectively.**

4. **Visual elements**

- Audience remember facts easily if the ideas are connected to right brain stimulation. Visual stimuli are more effective than verbal stimuli.
- Visuals make presentations more interesting. Use of power point slides, well prepared charts, tables, models and so on will add variety to information and make it more professional.

5. **Reading**

- The mental process of understanding a writer's message is known as reading.
- Reading is not merely seeing letters, words and figures but also involves understanding, interpreting and response or reaction.

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- The reader must be able to recognise the words and symbols; he must know their meaning, he must be able to grasp the thoughts expressed by the writer, and he must feel the tone and mood that the writer is trying to convey.
- At a more advanced level he should be able to judge the accuracy and correctness of the writer's thoughts and also know how to apply or use them.

1.8 Types of Readers

According to experts, there are three types of readers :

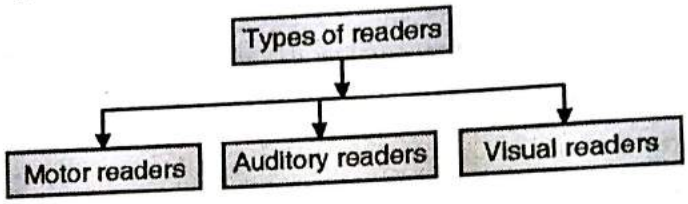

Fig. 1.8.1

(a) Motor readers (b) Auditory readers (c) Visual readers

(a) **Motor readers** move their lips, while reading. This kind of reading is a painfully slow process and the reading is also of a poor quality.

(b) **Auditory readers** are those who need to hear the sound of the word in their minds in order to understand the meaning of words. The speed and quality of auditory readers is not very good.

(c) **Visual readers** are able to understand words, phrases and entire sentence without having to say or hear the words. For visual readers the eye is merely an extension of the mind to which the message of the written matter, goes directly.

1.8.1 Purpose of Reading

The purpose of reading can be any one of the following :

1. For information
2. For education
3. For acquiringskill
4. For instructions
5. For interest
6. For pleasure or entertainment
7. For acquiring refinement and knowledge.

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1.8.2 Reading with Fluency and Speed Skimming and Scanning

MU - May 2011, Dec. 2015

- Skimming and scanning are the favourite tools of an efficient reader.
- To skim means to take matter from the surface and to scan means to look at all parts quickly.
- Almost all written matter can be skimmed. In simple terms, skimming means ignoring the unimportant link words like the, a, it, to, on, therefore etc. and concentrating on the key important words.
- The secret of efficient reading, involving skimming and scanning, is the ability to fixate on key words and phrases rather than on each word in slow progression.

Skimming

1. Skimming means to quickly identify the main ideas of the text.
2. It is a fast reading technique and one can collect key information through Skimming.
3. Skimming is quickly going through the content to get a general idea about the matter. Speed of this reading technique is fast as the intention is to get the central idea or gist of the content. Details are skipped and focus is only on the key ideas.

Scanning

1. The purpose of scanning is to extract specific information without reading the whole text.
2. Specific detailed information can be read and grasped through scanning.
3. Whereas scanning is used to search for specific information or ideas in the text. In this technique, you speedily go through the text but slow down when you find the specific information you are searching for. You focus on that part of the message which is important.

How to read effectively ?

1. Try to develop the habit of reading with full concentration.
2. Test your reading skills and also your ability to comprehend the text.
3. Read more. Make time for reading.

Scanned by CamScanner

4. Improve your vocabulary, so that the words you come across are familiar and easy to comprehend.
5. Get in tune with the writers mind. Efficient readers know how to think along with an author so that they are able to follow the central theme of the written matter.

MU - Dec. 2011

1.8.3 Characteristics of Reading

- At the organizational level, a lot of information is conveyed through written matter. So, developing good reading skills is very important.
- One can gain knowledge, skills and information through effective reading.
- Good reading skills can help in gaining expertise in speaking and writing.
- Effective reading can help in understanding the message in the right perspective and then reciprocating in the right way. Both listening and reading are important techniques to improve communication.

MU - Dec. 2013

1.8.4 Barriers of Effective Reading

1. Reading aloud Reading loudly can distract attention and the reader will not be able to concentrate on the message.
2. If one is unable to understand the idea or content of the message, the flow of reading will be disturbed.
3. **Poor concentration :** When people are not accustomed to reading, they find it tedious to go through a book at a stretch.
4. **Regression :** If the reader has low vocabulary skills, he will be stuck on some word and reading will become slow.

1.9 Writing

- Writing can be a joy provided the basic purpose is clear.
- It proves, to be tedious when the very motive is hazy. Effective business writing means to convey the purpose clearly. This simple target can be achieved if we write with the following two-fold purpose in mind to inform the reader and to request him to take action.
- The effectiveness of a business message can be measured in terms of the speed with which the desired action is initiated and subsequent results produced.

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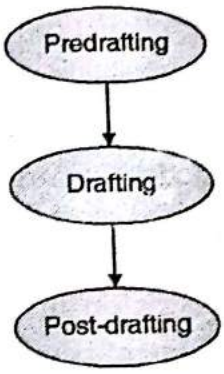
1.9.1 Stages of Writing

The three stages in the writing process are :

(a) Pre-drafting

(b) Drafting and

(c) Post drafting



Maximum amount of time should be spent on writing the draft and minimum time on either preparing for the material to be drafted or revising.

1.9.2 Steps to Ensure Effective Writing

1. **Define the problem**

   A proper definition of the problem and clarity of purpose makes writing meaningful. The purpose could be to inform, to persuade, to regulate or to collaborate.

2. **Gather material**

   After the problem has been defined, gather the relevant material. Find the sources that need to be tapped for processing information.

3. **Organise the material**

   The material gathered through research can now be collated and given a systematic ordering. Sift through the material and plan your first draft.

4. **Revise the text**

   Maximum amount of time should be spent on revising the piece of written communication. This is the stage when all kinds of errors in writing are identified and corrected. Attempt to give the entire writing a coherent picture.

5. **Finish the text**

   The text now needs to be carefully pruned to ensure that, all formatting, and incorporating of structural details is complete.

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1.9.3 Advantages of Effective Written Communication

1. **Creates goodwill**

   A well structured and carefully drafted business document creates a good impression in the mind of the recipient. A better understanding and a sense of goodwill is created between the sender and the receiver.

2. **Economical and convenient means of communication**

   The written document can be precise, clear and unambiguous. So it saves the time of the sender and the receiver.

3. **Means of persuasion**

   A well written document can convince the reader to respond positively and promptly.

4. **Future reference**

   Well written documents can be filed and stored for future reference. Important information and legal documents can be preserved and referred when required.

Always remember, "Write to express, not to impress."

Syllabus Topic :Corporate communication : Digital Content Creation

1.10 Corporate Communication

- In this era of globalisation, corporate communication has gained a lot of importance. Due to the emergence of multinational companies, large business houses usually operate both within and outside the country.
- The head office of a large corporate maintains a thorough and up-to-date knowledge of the various activities at each of its branch offices.
- It keeps them well-acquainted with the activities of all the centres, which in turn establishes a link among its various branches and leads to the growth and smooth running of the entire business.
- This is an age of specialization and therefore, even in a single organization, different activities, such as planning, production, sales, advertising, financing, accounts etc. are handled by different departments.

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- If these departments do not communicate with each other as well as with the management, there will be no co-ordination among them.
- Marketing research suggest that firms which communicate better sell better.
- Companies keep competing with one another through advertisements and other propagandist strategies for securing a higher position in the market. All this involves communication at every step.
- Communication has gained a lot of importance in recent times, due to the changing business environment of globalisation and multinational competition.
- Communication has carved a place for itself just like other functional areas of the organisation, like production, marketing and finance, in the form of corporate communication. Importance is given to image building and developing human capital, in corporate communication.
- Due to several changes in the modern, socio-technological age of information, corporate communication has become an important tool of successful management.
- Organisations are becoming bigger and bigger, because of their increased level of production and collaborations with multinational companies. Sometimes the size of the organisation can cause communication problems. These problems have to be overcome by higher managements to ensure the smooth functioning of the organisation.
- New developments in information technology has also added to the efficiency of corporate communication.
- Use of technology has enhanced the communication process, as sharing of information has become easy and convenient. Technology has provided a new lease of life to corporate communication.
- Human resources are given lot of importance in corporate communication. All employees are considered to be the human component of business.
- Today management is more concerned about the attitudes, interest, and welfare of the human capital. To achieve the goals and objectives of the organisation, there has to be an open channel of communication between the employees and top management.

Scanned by CamScanner

- Management has to ensure that the employees can freely communicate their ideas, opinions and concerns, so that the organisation functions in the targeted manner.
- In corporate communication, corporate etiquette is of utmost importance. Top corporate executives are being sensitised about the importance of knowing how to conduct meetings, seminars, presentations and negotiations.
- Management executives have to be trained to become familiar with corporate etiquette, that is to be observed and practised for success in international or multinational ventures.
- These contemporary changes imply that organisations not only need an effective communication system, but they also need managers who are well-equipped and adept in corporate communication skills.

1.11 Digital Content Creation

In recent times most of the business communication is via electronic media. Internal and external communication has drastically improved with social networking tools.

Social networks and user-generated content sites

- Social networking sites such as Facebook and user-generated content sites such as Flickr and You Tube provide a variety of communication tools, including user comments and personal profiles, that support brief messages.
- In addition, a number of companies now host their own social networking sites, where product enthusiasts interact, by sharing personal experiences, offering advice, and commenting on products and company news.

E-mail

Thanks to its high speed and low cost, e-mail is now a primary medium for most companies. But due to problems like spam, virus etc., this medium is being replaced by instant messaging, blogging, and other tools, that provide better support.

Blogs

The ability to update content quickly and easily makes blogs a natural medium of digital communication. Bloggers can publish information for vast audiences with little effort.

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Podcasts

Podcasts are the online equivalent of recorded radio or video broadcasts. Corporates are now using podcasts to replace or supplement conference calls, training courses, and other communication activities.

Online video

High quality videos can be used for formal training and marketing activities. They can also be used for research interviews, location surveys, product demonstrations and other communication tasks.

Creating content for social media

Whether you are writing a blog or posting a product demonstration video to You Tube, consider these tips for creating successful content for social media.

- Remember that it's a conversation, not a lecture or a sales pitch.
- Write informally but not carelessly.
- Create concise, specific and informative headlines.
- Get involved and stay involved.
- If you need to promote something, do so indirectly.
- Be transparent and honest.

1.11.1 How to create Blogs ?

- To create a blog, technology knowhow is not the most essential requirement. A blog can be created, even by a person with no technical knowhow.
- Making your own blog is as simple and easy as opening an email account. There are many advantages of putting up a blog.
- You can create your own profile page, that can serve as a good way of promoting your potential and enrich your CV.
- Moreover, if many people follow you through your blog, you could gain popularity.

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- There are many online tool sets that make blogging very simple. There are sites like Blogger, Wordpress, Livejournal, TypePad, and MovableType, which can be used to create blogs.
- Though most of them are free, there are also some paid services. Paid services are safer to use and they also provide many additional features. There are some software available to self publish a blog.
- You have to follow some steps to create a blog. The first step is to choose a platform for your blog. This choice of platform depends on factors such as:
  - Level of customization
  - Level of Technology
  - Does your content have a co-author
  - Do you wish to personalize your blog by creating an email address
  - What is your purpose for creating the blog
- The next step would be to log in, create your account, sign in, name your blog and choose from a set of templates available.
- The third step would be to start writing the content. You can edit your content with the help of the 'edit' button and once editing is done, hit the publish button and your blog will be published.
- Once this is done, you are ready to join the 'blogosphere'. Blogosphere is a community of bloggers. Blog is a good medium which can be used by entrepreneurs to publicise their products and services.
- Students as well as professionals can start blogging on the subject of their interest and make blogging a hobby. Blogging not only helps to build network, but also enables a person to create a strong image of himself.

1.12 Solved University Questions

Q. 1.12.1 : Fill in the blanks : **MU - May 2011, 3 Marks**

I. _____is the first stage in the process of communication.

II. Informal communication within an organization is called _____communication.

III. The term to be defined, _____and _____are the important elements of a definition.

IV. The two methods of verbal communication are _____and _____.

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Ans. :

I. Source/ Sender

II. Grapevine

III. Classification and Function

IV. Oral and Written

Q. 1.12.2 : Match the following

MU - May 2011, 3 Marks

	A	B
I	Mixed punctuation	a) rapid reading techniques
II	Greeting to receiver of letter	b) mechanical barrier
III	Easy and quickly transmitted attachment	c) jargon
IV	Power failure during an oral presentation	d) receptive skills
V	Skimming and scanning	e) Salutation
VI	Technical or special words	f) e-mail
		g) modified block style

Ans. :

	A	B
I	Mixed punctuation	modified block style
II	Greeting to receiver of letter	Salutation
III	Easy and quickly transmitted attachment	e-mail
IV	Power failure during an oral presentation	mechanical barrier
V	Skimming and scanning	rapid reading techniques
VI	Technical or special words	jargon

Q. 1.12.3 : Match the items in the following columns

MU - Dec. 2011, 4 Marks

	A	B
I	Respected Sir/ Madam	Formal Speech
II	Debate	Spontaneous speech
III	Elocution	Highly formal and official
IV	Extempore	Formal arguments

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Ans. :

	A	B
I	Respected Sir/ Madam	Highly formal and official
II	Debate	Formal arguments
III	Elocution	Formal Speech
IV	Extempore	Spontaneous speech

Q.1.12.4 : Answer following questions :

(i) What is the first stage in the process of communication and who is responsible for it ?

(ii) State two obstacles to faster reading.

(iii) Mention two types of listening.

(iv) What does jargon mean ?

(v) State two ways in which one can show leadership qualities during a Group Discussion.

(vi) State two aspects of paralinguistic or non-verbal vocal cues.

MU - May 2012, 7 Marks

Ans. :

i) The first stage of the communication process is encoding the message and the sender is responsible for it

ii) Two obstacles to fast reading are not grasping the main idea of the message and missing out on the important details.

iii) Two types of Listening : Attentive Listening, Critical Listening.

iv) Jargons are specialised technical or business terms used in communication.

v) One can showcase leadership capabilities in a Group Discussion by initiating the discussion and contributing relevant points and also by guiding the group towards a mutually agreed solution.

vi) Two aspects of paralanguage or non-verbal vocal cues are voice modulation and volume of speech.

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Q. 1.12.5 : Fill in the blanks :

(i) Halo and _____ effect is a kind of psychological barrier.

(ii) Tall, hierarchical structures in organizations give rise to _____ barriers.

(iii) _____ listening involves putting yourself in the speakers shoes.

(iv) Failure of the sound system during a public speech is a _____ barrier

MU - May 2012, 4 Marks

Ans. :

(i) Horns

(ii) Status barrier

(iii) Empathetic listening

(iv) Mechanical barrier

Q. 1.12.6 : State whether the following statements are true or false

(i) Written Communication has a legal validity.

(ii) Stage fright is a very rare phenomenon.

(iii) Haptics is a nonverbal type of Communication.

(iv) Grapevine Communication is related to gossips and rumors.

MU - Dec. 2012, 4 Marks

Ans. :

(i) True (ii) False (iii) True (iv) True

Q. 1.12.7 Match the columns :

	A	B
1.	Use of jargon	(i) physical barrier
2.	Resistance to change	(ii) barrier in written communication
3.	Hierarchical structure	(iii) mechanical barrier
4.	Faulty punctuation	(iv) psychological barrier
5.	Stuttering	(v) semantic / linguistic barrier
6.	power failure during oral presentation	(vi) Faulty medium
		(vii) Status barrier

MU - May 2013, 3 Marks

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Ans. :

	A	B
1.	Use of jargon	barrier in written communication
2.	Resistance to change	psychological barrier
3.	Hierarchical structure	Status barrier
4.	Faulty punctuation	semantic / linguistic barrier
5.	Stuttering	physical barrier
6.	Power failure during oral presentation	mechanical barrier

Q. 1.12.8 : Answer in one sentence of the following :

(i) State whether you would use oral or written communication for completing the lease ofyour apartment and explain why.

(ii) Why is occulesics important in communication? **MU - May 2013, 2 Marks**

Ans. :

(i) To complete the lease of my apartment, I would use written communication. Since it is an official record, written document would serve as a legal proof of the transaction. The written lease would serve as a permanent record which can be referred back to, if required in future.

(ii) Oculesics is eye contact used in communication. In interpersonal communication, eye contact helps in sending and receiving feedback. Avoiding eye contact during conversation can mean that the person is not interested or is afraid of the person with whom he is communicating. Maintaining positive eye contact during communication can improve interpersonal communication and make the process successful.

Q. 1.12.9 : State whether following statements are True or False.

(1) Acting is a form of communication

(2) Body language is less important than verbal language.

(3) In closed punctuation there are commas after the address.

(4) The meaning of the message is not in the words

(5) Extreme emotion enhances communication. **MU - May 2013, 3 Marks**

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Ans. :

(1) True (2) False (3) True (4) True (5) False

Q. 1.12.10 : Match the following :

	A	B
1.	Kinesics	(a) The study of space as a communicative system
2.	Haptics	(b) The study of movements of the body as related to speech
3.	Oculesics	(c) The study of touch
4.	Proxemics	(d) The study of eye-contact

MU - Dec. 2014, 2 Marks

Ans. :

	A	B
1.	Kinesics	The study of movements of the body as related to speech
2.	Haptics	The study of touch
3.	Oculesics	The study of eye-contact
4.	Proxemics	The study of space as a communicative system

Q. 1.12.11 : State weather the following statements are turn or false.

(i) The quality of commutation is a sauce of motivation and can improve human relations.

(ii) There could be no semantic barriers if all people spoke the same language.

(iii) The eyes have one language everywhere.

(iv) Socio psychological barriers can be overcome only by ones own efforts.

MU - May 2015, 2 Marks

Ans. :

(i) True (ii) False (iii) True (iv) True

Q. 1.12.12 : You are supposed to appear for a viva. Highlight three aspects of oral communications that you will bear in mid while answering.

MU - May 2015, 3 Marks

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Ans. :

Three aspects of oral communication, which one should keep in mind, while appearing for viva are :

1. While speaking, establish direct eye contact with the examiners. Listen to the questions attentively.
2. Speak in a loud clear voice and a pleasant tone. Convey correct information confidently.
3. Articulate your speech well and use correct intonation, pronunciation, pitch and volume. Pause at regular intervals.

Q. 1.12.13 : Dr. Bose booked a flight ticket to attend a conference. On the day of departure he went on time to the airport as was mentioned in the ticket, once he reached the couroer he was told that the flight was rescheduled one hour early, and the passengers were informed through SMS which he did not receive because of poor network secretive.

(a) Identify the barriers in the given situation

(b) How can such situation be avoided

MU - May 2015, 4 Marks

Ans. :

(a) The barrier is a mechanical barrier as due to some technical fault, Mr. Bose did not receive the message on his mobile, sent by the airport staff.

(b) The barrier could have been avoided, if Mr. Bose would have confirmed the flight schedule well in advance by calling up the airport personnel or checking the online services provided by the flight authorities.

Q. 1.12.14 : What do the following aspects of body language suggest.

Erect posture, open palms, yawning, raising an eyebrow.

MU -Dec. 2015, 2 Marks

Ans. :

1. Erect Posture : Confidence, self belief
2. Open Palms : Honest, accommodating
3. Raising an eyebrow : Surprise, doubt, inquisitive
4. Yawning : Bored, tired, disinterested

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Exercise and Questions

(i) Communication is the process of sending and receiving information. Explain the communication process in light of this statement. Draw the communication cycle to support your answer.

(ii) What are the objectives of Communication ? Explain each of them briefly.

(iii) Give any two definitions of Communication and comment on them.

(iv) Describe, with the help of a diagram, how communication works ,or describe the communication cycle.

(v) What is meant by Feedback ? What role does it play in the process of communication ?

(vi) Identify the sender, receiver, channel medium, message and feedback in the following situations :

(a) An employee applies for sick leave to the manager and it is accepted.

(b) Sneha avails for a holiday package. The tourist agency sends her a confirmation mail.

(c) The managing Director directs the senior Executive to submit the project report within a week. The senior executive submits the report within the stipulated time period.

(d) The musician delivers his instrumental performance at the concert. A big round of applause follows.

(e) A company advertises its newly launched product. Sales grow within one week of the launch.

(vii) Compare and contrast the merits and demerits of oral and written communication.

(viii) What is non-verbal communication ? Explain any 3 types in detail.

(ix) Write short note on :

(a) Kinesics (b) Proxemics

(c) Facial expressions (d) Gestures and postures

(e) Chronemics

(x) What is grapevine? Is it always harmful? If not, Why?

(xi) Write descriptive notes on the following topics :

1. OrganizationalBarriers
2. Encoding and decoding
3. Advantages and disadvantages of horizontal communication

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4. The communication process
5. Limitations of upward communication

(xii) Identify the barriers in the following communications situations :

1. Every time I have a meeting with that client, I end up disagreeing with him.
2. I was unable to deliver the presentation well, as there were so manyexternal disturbances.
3. It is quiet tedious to manually work on the students records, but I am afraid that if I use thecomputer, it might corrupt the data.
4. Hari had to leave the meeting half way as he was feeling unwell.

(xiii) Discuss the characteristics of a good speech.

(xiv) Write short notes on (a) Critical listening(b) Attentivelistening

(xv) Explain the reading techniques- skimming and scanning.

(xvi) What are the guidelines for effective writing?

1.13 University Question and Answers

May 2011

Q. 1(a)(i) What is external communication? **(Section 1.6.3)** **(2 Marks)**

Q. 1(a)(iv) What are four stages in the process of listening? **(Section 1.7.1.1)** **(2 Marks)**

Q. 1(a)(v) What is candidate evaluated for during a Group discussion? List any four factors. **(Q. 1.4.1)** **(2 Marks)**

Q. 1(b) Fill in the blanks :

I. _____is the first stage in the process of communication.

II. Informal communication within an organization is called____communication.

III. The term to be defined, _____and _____are the important elements of a definition.

IV. The two methods of verbal communication are _____and _____.

(Q. 1.12.1) **(3 Marks)**

Q. 1(c) Match the following

	A	B
I	Mixed punctuation	a) rapid reading techniques
II	Greeting to receiver of letter	b) mechanical barrier
III	Easy and quickly transmitted attachment	c) jargon

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	A	B
IV	Power failure during an oral presentation	d) receptive skills
V	Skimming and scanning	e) Salutation
VI	Technical or special words	f) e-mail
		g) modified block style

(Q. 1.12.2)

(3 Marks)

Q. 1(d) Do as directed

(I) The artist displays his painting about Peace at an exhibition and is awarded the first prize. (Identify the sender, message, channel and feedback). **(Q. 1.2.1)**

(2 Marks)

(II) Although Govind is very upset about the new policy, when asked for his opinion, his reply to his boss is, It is fine, Sir. (identify the barrier.) **(Q. 1.5.1)**

(1 Mark)

Q. 3(b) Select any three of the following sets and list two differences between them.

(i) Encoding and decoding **(Section 1.2)**

(ii) Empathetic listening and critical listening **(Section 1.7.1.3)**

(iii) Skimming and scanning **(Section 1.8.2)**

(iv) Oral and written communication **(Sections 1.4.1.1 and 1.4.1.2)**

(v) Medium and channel. **(Section 1.2)**

(6 Marks)

Dec. 2011

Q. I(a) Discuss the cycle of communication with the help of a diagram and suitable examples. **(Section 1.2.1)** **(8 Marks)**

Q. I(b) Describe some of the chief characteristics of listening and reading skills and importance of these skills in communication.

(Sections 1.7.1.2 and 1.8.3) **(7 Marks)**

Q. II Write short notes on :

a) Importance of feedback

b) Describe different networks of communication. **(Sections 1.2 and 1.6) (10Mark)**

Q. III(c)(i) Distinguish between **(4 Marks)**

Upward and Downward communication **(Section 1.6.1.1(B))**

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Q. IV(b) Match the items in the following columns **(4 Marks)**

	A	B
I	Respected Sir/ Madam	Formal Speech
II	Debate	Spontaneous speech
III	Elocution	Highly formal and official
IV	Extempore	Formal arguments

(Q. 1.12.3) **(3 Marks)**

May 2012

Q. 1(a)(i) What is the first stage in the process of communication and who is responsible forit ?

(ii) State two obstacles to faster reading.

(iii) Mention two types of listening.

(iv) What does jargon mean ?

(v) State two ways in which one can show leadership qualities during a Group Discussion.

(vi) State two aspects of paralinguistic or non-verbal vocal cues.**(Q. 1.12.4)** **(7 Marks)**

Q. 1(b) Fill in the blanks :

(i) Halo and _____ effect is a kind of psychological barrier.

(iii) Tall, hierarchical structures in organizations give rise to _____ barriers.

(vi) _____ listening involves putting yourself in the speaker's shoes.

(vii) Failure of the sound system during a public speech is a _____ barrier.

(Q. 1.12.5) **(4 Marks)**

Q. 1(c) State whether the statement are true or false :There would be no semantic barriers if all people spoke the same language. **(1 Mark)**

Ans. : **False**

Q. 2(b) Identify the sender, receiver, channel, message and response in the following communication situations :

1. A student sends an on-line application to ABC Company and receives a call for an interview.
2. An artist displays his paintings on Unity in Diversity at the K.G. Exhibition and earns critical acclaim for his work. **(Q. 1.10.1)** **(5 Marks)**

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Q. 3(b) Identify the communication barriers in the following situations :

(i) It is quite tedious to manually work on students records, but I am afraid to use the computer because it might corrupt all our records.

(ii) This room is terrible to work in. I am able to hear everyone around and I can't concentrate.

(iii) I don't agree with you. I have specialized in the subject and have been frequently invited to deliver talks on this. I can't be wrong. **(Q. 1.5.2)** **(6 Marks)**

Q. 6(b) Write shot note on :Grapevine Communication **(Section 1.6.2)** **(8 Marks)**

Dec. 2012

Q. 1(a) Explain the role of Feedback in the communication process with suitable examples. **(Section 1.2)** **(5 Marks)**

Q. 1(b)(i) What are the different kinds of distances we observe during communication situations ?**(Section 1.4.2.2(D))** **(5 Marks)**

Q. 1(b)(ii) Explain the importance of audio visual aids in oral presentation. **(Section 1.7.2)** **(5 Marks)**

Q. 1(c) Identify the sender, receiver, channel medium, message and feedback in the following communication situations :

(i) A supervisor writes an application for leave to the manager, who does not grant himleave.

(ii) Ramesh sends an application letter for the post of Junior engineer and receives a call for the interview.

(iii) The Vice President of an organization instructs the assistant engineer via e-mail to submit his project report within a week. The assistant engineer falls to submitthe report.

(iv) The musician plays instrumental music in an auditorium and is appreciated by abig round of applause.

(v) The teacher summons the student to her cabin to give him some instructions. The student replies in the affirmative and leaves the cabin.

(Q. 1.2.3) **(5 Marks)**

Q. 2(a) Write short notes on :

(i) Any two physical barriers to communication.

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(ii) Demerits of Grapevine communication.

(iii) Significance of silence as a means of non-verbal communication.

(iv) Importance of Horizontal Communication **(8 Marks)**

(Sections 1.5.1, 1.6.2, 1.2, 1.4.2 and 1.6.1.2)

Q. 3(a) Identify the barriers in the following situations

(i) Kishanial never made mistakes in his accounts and was a very sincere worker. The manager was puzzled when Kishenlal could not work with the new calculating machine and remained absent from work.

(ii) The lectures in the College had to be suspended because of the Loud music played by the Winning Political Party.

(iii) The Frenchman was unable to communicate with the Hindi speaking taxi driver.

(iv) The music concert had to be stopped due to electricity failure.

(v) The subordinates remained silent when the Chairman asked them to give their opinions on the new proposal. **(6 Marks)**

(Q. 1.5.3)

Q. 4(b) Write a short note on objectives of communication. **(Section 1.3)** **(3 Marks)**

Q. 5(b) Explain the following terms briefly :

(i) Kinesics (ii) Paralanguage**(Sections 1.4.2.1, 1.4.2.2(C)(2))** **(6 Marks)**

Q. 6(a) Why is Listening an important skill for effective communication?

(Sections 1.7.1 and 1.7.1.2) **(5 Marks)**

Q. 6(b) State whether the following statements are true or false

(i) Written Communication has a legal validity.

(ii) Stage fright is a very rare phenomenon.

(iii) Haptics is a nonverbal type of Communication.

(iv) Grapevine Communication is related to gossips and rumors.

(Q. 1.12.6) **(4 Marks)**

May 2013

Q. 1(B) Match the columns : **(3 Marks)**

	A	B
1.	Use of jargon	(i) physical barrier
2.	Resistance to change	(ii) barrier in written communication
3.	Hierarchical structure	(iii) mechanical barrier

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	A	B
4.	Faulty punctuation	(iv) psychological barrier
5.	Stuttering	(v) semantic / linguistic barrier
6.	Power failure during oral presentation	(vi) Faulty medium
		(vii) Status barrier

(Q. 1.12.7) **(3 Marks)**

Q. 2(A) Answer anyone of the following :

(i) Define and explain the process of communication. **(4 Marks)**

(ii) Explain the importance of feedback in a communication situation.**(Section 1.2)**

Q. 3(A) Answer in one sentence of the following :

(i) What is paralanguage ? **(Section 1.4.2.2(C))**

(ii) State whether you would use oral or written communication for completing the lease ofyour apartment and explain why.

(iii) Why is occulesics important in communication ?**(Q. 1.12.8)** **(3 Marks)**

Q. 3(B) List any two differences between : **(2 Marks)**

(i) Formal and in formal communication.

(ii) Body language and paralanguage **(Section 1.6.2 and 1.4.2.2(C))**

Q. 5(b) State whether following statements are True or False.

(1) Acting is a form of communication

(2) Body language is less important than verbal language.

(3) In closed punctuation, there are commas after the address.

(4) The meaning of the message is not in the words

(5) Extreme emotion enhances communication.

(Q. 1.12.9) **(5 Marks)**

Q. 4(a) Write short notes on : **(6 Marks)**

1. The necessity and importance feedback
2. The features of listening and hearing.
3. Grapevine Communication. **(Sections 1.2, 1.7.1.2 and 1.6.2)**

Q. 6(a) Give diagrammatic representations of Horizontal communication, Vertical communication. **(Sections 1.6.1.1 and 1.6.1.2)** **(5 Marks)**

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Dec. 2013

Q. 1(a)(ii) Write short notes on any two of the following :
Objectives of communication. **(Section 1.3)** **(2 Marks)**

Q. 1(b) Discuss some of the barriers to effective reading. **(Section 1.8.4)** **(4 Marks)**

Q. 2 Answer the following questions

(a) Discuss the importance of feedback in the process of communication with the help of alabelled diagram. **(Section 1.2)** **(4 Marks)**

(b) Give a diagrammatic representation of the semi-block form of letter. **(Section 2.5.3)** **(3 Marks)**

Q. 4(a) Discuss any two main barriers to communication. Why are they considered unhealthy in an organization ? **(Sections 1.5.1 to 1.5.6)** **(4 Marks)**

Q. 3(a) What are the various channels of communication in a business organization ? Differentiatebetween upward and downward channels of communication. **(Sections 1.6 and 1.6.1.1(B))** **(4 Marks)**

May 2014

Q. 1(a) Explain any 2 psychological barriers. **(Section 1.5.4)** **(3 Marks)**

Q. 2(a) Give an outline of the communication cycle and explain the components giving an example. **(Section 1.2)** **(4 Marks)**

Q. 6(a) Define the Proxemics.**(Section 1.4.2.2(D))** **(1 Mark)**

Dec. 2014

Q. 1(a) Discuss the importance of body language in face-to-face communication. **(Section 1.4.2.2)** **(3 Marks)**

Q. 2(a) Explain the following terms used to describe the communication process **(4 Marks)**
Feedback, message, barrier, encoding.**(Sections 1.2((6),(3),(2)) and 1.5)**

Q. 3(a) List two advantages each of oral and written communication. **(Sections 1.4.1.1 and 1.4.1.2)** **(4 Marks)**

Q. 6(b) Match the following :

	A	B
1.	Kinesics	(a) The study of space as a communicative system
2.	Haptics	(b) The study of movements of the body as related to speech

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	A	B
3.	Oculesics	(c) The study of touch
4.	Proxemics	(d) The study of eye-contact

(Q. 1.12.10)

May 2015 **(2 Marks)**

Q. 1(a)(i) What steps should be taken to ensure good listening ? **(Section 1.7.1)** **(3 Marks)**

Q. 1(a)(iii) Write short note on medium with an example. **(Section 1.2)** **(3 Marks)**

Q. 1(b) Identity the sender, message, medium and receiver in the following situations :

(i) Presenting budget in the parliament.

(ii) Announcement of man of the match after a cricket match.

(Q. 1.2.4) **(4 Marks)**

Q. 2(i) Explain semantic barriers. **(Section 1.5.7)** **(2 Marks)**

Q. 2(ii) Write short note on Body language. **(Section 1.4.2.2)** **(2 Marks)**

Q. 4(b) State weather the following statements are turn or false.

(i) The quality of commutation is a sauce of motivation and can improve human relations.

(ii) There could be no semantic barriers if all people spoke the same language.

(iii) The eyes have one language everywhere.

(iv) Socio psychological barriers can be overcome only by one's own efforts.

(Q. 1.12.11) **(2 Marks)**

Q. 5(a) You are supposed to appear for a viva. Highlight three aspects of oral communications that you will bear in mid while answering.**(Q. 1.12.12)** **(3 Marks)**

Q. 5(b) Write short note on vertical communications. **(Section 1.6.1.1)** **(3 Marks)**

Q. 5(c) Dr. Bose booked a flight ticket to attend a conference. On the day of departure he went on time to the airport as was mentioned in the ticket, once he reached the couroer he was told that the flight was rescheduled one hour early, and the passengers were informed through SMS which he did not receive because of poor network secretive.

(a) Identify the barriers in the given situation **(2 Marks)**

(b) How can such situation be avoided**(Q. 1.12.13)** **(2 Marks)**

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Dec. 2015

Q. 2(a)(ii) What do the following aspects of body language suggest.

Erect posture, open palms, yawning, raising an eyebrow.**(Q. 1.12.14)** **(2 Marks)**

May 2016

Q. 1(a) Communication is primarily a social activity. Justify **(Q. 1.1.1)** **(2 Marks)**

Q. 1(b) Identify the barrier :

A young girl shouts at her mother, You just don't understand.

A young father is unable to work on his report because of the body's crying loudly.

In a social gathering the men are having a discussion on why women cannot drive properly.**(Q. 1.5.4)** **(3 Marks)**

Q. 1(c) With the help of an example explain appreciate listening.
(Section 1.7.1.3) **(2 Marks)**

Q. 2(a) Explain how no feedback is also a feedback.**(Q. 1.2.6)** **(2 Marks)**

Q. 2(b) Which communication method would you use in the following situations and why

i) Reprimanding a junior because he has not completed an important report on time.

ii) Giving a set of instructions to colleagues to complete a project.
(Q. 1.4.3)

(2 Marks)

Q. 4(a) Identify the component of communication in terms of sender, receiver, medium and message.

A commuter argues with the rickshaw driver about the meter-reading.

A teacher shouting at students who have come late for submission.
(Q. 1.2.5)

(2 Marks)

Q. 4(b) Hand gestures are used for emphasis and give meaning to our words. Write a short note to support this statement.**(Q. 1.4.2)**

(2 Marks)

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Module 2

CHAPTER 2

Business Correspondence

Syllabus

Principles of Business Correspondence, Parts of a business letter, Formats (Complete block and Modified block), Types of Letters : Enquiry, Reply to enquiry, Claim, Adjustment and Sales letter.

Objective

- To understand the different elements of a business letter.
- To understand and learn the different layouts of a business letter.
- To understand the principles of business correspondence.
- To learn, how to write different types of business letters.

2.1 Introduction of Business Letter

- A letter is the most common form of communication used since ancient times to communicate with those who are separated by distance.
- In both social, as well as business worlds, correspondence plays a very pivotal role. With the emergence of new technology and increasing use of emails and SMS, it is assumed that letters have become outdated. But that is not the case.
- Even today letter writing continuous to be the most preferred form of communication. A well written business letter projects the image of the organization; hence it is absolutely necessary to learn the art of writing good letters.

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- A "business letter" is a formal written document through which companies try to correspond with their customers, suppliers, bankers, shareholders and others.
- Thus, they are formal paper communications between, to, or from organization and usually sent through post or sometimes by courier. Letters sent through posts are sometimes referred to as snail-mail in contrast to email which is faster.
- Business letters are usually written for several reasons, such as informing, congratulating, requesting, ordering, enquiring, complaining, making an adjustment, applying for a job, and selling a product.

MU - Dec. 2011

Functions of Business Letter

- Organizations have to maintain business relationship with other organizations, customers, clients, government agencies, banks and so on.
- Business letters play a significant role in maintaining these business relations. Official letters serve as a means to reach out to people even in other parts of the world. They represent the company when business transactions are conducted in writing. They are the appropriate form of communication when the information which needs to be conveyed is complex.
- Official letters serve as permanent records of information and transactions which can be referred back to in future. One can reach out to large and geographically diverse audience, through business letters.
- Last but not the least, official correspondence maintains and strengthen goodwill and business relations with outside organizations.

2.2 Importance of Business Letters

MU - Dec. 2015

Business letters are of utmost importance in establishing communication between and within organizations. Business letters are important for the following

reasons :

1. An organization can strengthen its rapport with customers, shareholders, suppliers etc. through business letters.

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2. Business letters serve as important records of business transactions and hence
they are filed for future references.
3. Confidential and complex information can be conveyed through business letters.
4. Organizations can communicate with clients, shareholders and others, who are geographically located at distant places through business letter.
5. Problems in products, services, and deliveries can be conveyed through letters
and this mutual exchange of information helps in filling the gaps and eventually helps in the smooth functioning of the organization.

2.3 The Seven C's of Letter Writing

- Effective letters can be written, if one is aware of the purpose for which he is writing the letter, understands the reader's needs and then clearly writes what is required.
- The best letters have a conversational tone and read as if the reader is being addressed directly. There are seven C's of letter writing, which needs to be adopted while drafting business letters.
- The seven C's are :

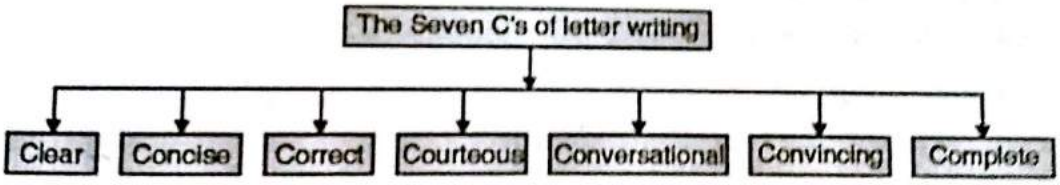

Fig. 2.3.1

1.	Clear	2.	Concise
3.	Correct	4.	Courteous
5.	Conversational	6.	Convincing
7.	Complete		

- When you write a letter, you try to convince someone to act or react in a positive way.
- The response will be positive only if the meaning communicated through the letter is crystal clear.

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- Put yourself in the reader's shoes and write in a friendly and helpful tone. Represent your company in a positive light, while drafting a business letter.

Syllabus Topic : Parts of Business Letter

2.4 Elements of Structure

- Official letters are different from personal letters as they have a distinct structure and layout. They have a margin of at least one inch on all four edges and are written on 81/2″ × 11″ (or metric equivalent) unlined stationary.
- The business letter comprises of several elements or parts. Some of them are compulsory elements and the others are optional elements.
- Let us study the compulsory and optional parts of a business letter.

2.4.1 Standard / Compulsory Elements

MU - Dec. 2015

Heading

- This element is also known as the letter head. The organizations name, full address, and also telephone numbers appear in the letterhead.
- If the letter head is not used, the heading includes the sender's address.
- The image of the organization depends on a well created letter head, hence it should be designed with thought and imagination.
- The colour and quality of paper, size of letterhead, type of fonts used and the spacing are the factors that should be taken into consideration while designing the letterhead.

A sample letterhead is give below :

INDUSTRIAL CONSULTANCY SERVICES
71, CIRCULAR ROAD
DARYAGANJ, NEW-DELHI-560001

Phone : (080) 2335618
E-mail:sales@ics.com

- Whenever a letter head is not used, the sender's address can be either aligned with left margin or few spaces away from the centre depending upon the layout of the letter.

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- The same letter head can be displayed as follows :

INDUSTRIAL CONSULTANCY SERVICES
71, CIRCULAR ROAD
DARYAGANJ, NEW-DELHI-560001
PHONE: (080)2335618
E-mail :sales@ics.com

Dateline

- This component refers to the date on which the letter was written. It includes the date, the month and the year. It can be represented in either of the following ways.

3 June 2016 or June 3, 2016

- For international correspondence check the accepted format. Ordinals (e.g. 3rd or 7th) are normally not used to indicate datelines. The month can be spelled out to avoid confusion.

Inside Address

- This element of the letter refers to the address of the recipient. The inside address is placed below the date, leaving one line space.
- A courtesy title should precede the recipient's name. It is always best to address the letter to a specific person. If the name of the specific person to whom the letter is addressed is not known, then the letter can be addressed to the department or to a job title.
- Immediately following the addressee's name and title separate lines should contain the name of the company, the street address or post office box number, and the city and state or province with proper postal code or zip code.
- Here are some examples of inside addresses.

The General Manager
Reliance Industries Limited
No. 7-B, VidyaVihar Nagar
Jogeshwari (E)
Mumbai – 4000001

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Messers Lal Chand and Sons
24, Jawaharlal Nehru Marg
Greater Kailash
New Delhi – 110002

Dr. Jyoti Desai
Department of Chemical Engineering
Indian Institute of Pharmancy
Gandhi Colony
Secunderabad - 500017

Salutation

- This is nothing but greeting the recipient. The greeting in a business letter is always formal.
- If normally begins with the word 'Dear' and always includes the person's last name. For example :

Dear Professor Chakraborty

- The way you address the recipient is governed by your relationship with the person.

Dear Mr. Gupta (most formal)
Dear Vikas(informal)

- If your letter is addressed to the head of an organisation whose name is not known, it is advisable to use.

Dear Sir/ madam

- If the letter is addressed to more than one person, you may choose a salutation such as :

Dear Committee Members
Dear Students
Dear Colleagues
To All Sales Reps

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The body

- The body is written as text. This part of your letter will occupy the greatest amount of space. It should be single-spaced, with a blank line separating it from the preceding and the following parts of your letter.
- Each paragraph should be separated by a blank line Depending on the style of presentation, paragraphs may be indented.

Complimentary close

- This is a short, polite way of ending the letter. It is either aligned at the left margin or the right margin, depending on the style of presentation that you use. Here is a list of expressions that can be used for complimentary close.

Sincerely	Cordially
Truly	Faithfully
Respectfully	Faithfully yours
Respectfully yours	Cordially yours
Truly yours	Sincerely yours
Yours sincerely	Yours truly
Yours obediently	Yours faithfully

- Closing such as sincerely yours, truly yours etc. seem outdated. Sincerely and cordially are widely accepted closings.

Signature Block

MU - May 2015

- The complimentary close is followed by the signature block which includes the letter writer's signature, name and designation.
- Every letter must end with a signature to give authenticity to the information contained in it.
- Place the signature block four lines below the complimentary close. Include your name and designation.
- Signature block is the essential element of a business letter. It includes the sender's Signature, name and official designation, it is positioned directly below the complimentary close.

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- In complete block form of presentation, it is aligned towards the left hand side of the page. In semi-block and modified-block, it appears on the right hand side. It gives credibility to the letter and makes the writer accountable for the contents of the letter.

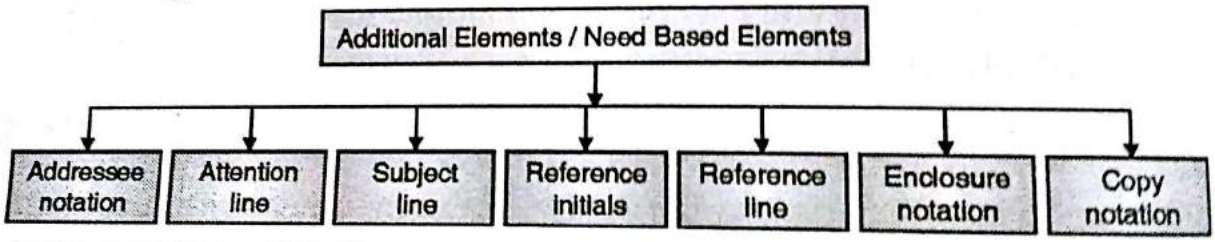
Examples

Yours sincerely,
Ms. Kritika Desai
Senior Executive

Yours faithfully,
Signature
Vishal Kapoor
Chief Executive

2.4.2 Additional Elements / Need Based Elements

- Formal letters differ greatly in subject matter, the identifying information they need (such as addressee notation, attention line, subject line, or reference line) and also the format they adopt.
- Depending upon the requirements of a particular business letter, the following elements can be used in the order given below.



1. Addressee notation
2. Attention line
3. Subject line
4. Reference initials
5. Reference line
6. Enclosure notation
7. Copy notation

1. Addressee Notation

- This sort of notation appears two spaces above the inside address, in capital letters.

  Personal, confidential or please forward, through proper channel are **examples of addressee notation.**

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- They are used in letters that have a restricted readership or must be handled in a specific way.

2. **Attention Line**

Attention line is generally used to draw the attention of a particular person or a particular department, to ensure quick and prompt action. Attention line is placed two spaces below the inside address.

- Attention : Dr. S. K. Sharma
- Attention : Personnel Manager

3. **Subject Line**

- The purpose of the letter in brief is highlighted through the subject line.
- It allows the recipient to know at a glance what the letter is about, so that it can be filed for future reference. If usually appears below the salutation.
- It can also be placed above the salutation and below the attention line.
- Dear. Ms Deshpande
  Subject : Information regarding delivery
- Attention : Personal Manager
  Subject : Information regarding delivery
  Dear Ms Deshpande

4. **Reference Initials**

- Often one person may dictate or write the letter and another may produce it.
- In such cases reference initials are included to show who helped in preparing the letter. Reference initials appear two spaces below the last time of the signature block.

  KSM / rk

  KSM : rk

  KSM : RK

- The first set of initials is the writer's and the second set is the helper's. With the increased use of electronic mails, the use of reference initials are becoming more and more obsolete.

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5. **Reference Line**

- The purpose of reference line in official letters is to identify the previous correspondence which may be happening in a sequence, with the recipient. Reference numbers are used to keep a record of letters sent or received.
- An official letter usually quotes the reference number as follows ;

"With reference to your letter, Ref. no. ABCD / 03 / 07, ...

OR

"Further to your letter, Ref. No. ABCD / 03 /07, dated 7 Sept. 2015...

6. **Enclosure Notation**

- One or two spaces below the reference initials, at the bottom of the letter, appears the reference initials.
- Some common examples of Enclosure Notation are :

Enclosure : Resume

Enclosures : Two

Enclosures : (1) Proposal (5 pages) (2) Tender documents (2)

7. **Copy Notation**

- This is an optional component. It indicates who is receiving a Courtesy Copy (CC). Recipients are listed in the order of rank if they hold different ranks or in alphabetical order if they hold the same ranks.
- Some examples of copy notations are given below :

Cc : Rohit Verma

Pc : Neil Dominik

Copy to Rahul seth

C : Mohit Kapoor

- In addition to the name of an individual, copy notation can also include the combination of that person's position, department, company and complete address, along with any enclosures being sent with the copies.

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- **Cc :** Richard Ben, Copy of a list of participants with a request to look into the matter.
- The following example shows both standard and additional elements.

PUBLIC WELFARE ASSOCIATION
FRIENDS COLONY, NEHRU NAGAR
BARODA

Date : January 14, 2016

Address Notation	Personal
Inside Address	**Water Works Department**
	Gymkhana Complex
	Netaji Nagar
	Baroda
ATTENTION LINE	ATTENTION : Mr. Jagdish Kumar
SALUTATION	Dear Mr. Jagdish Kumar
SUBJECT LINE	SUBJECT : Irregular Water Supply
BODY	_____
	_____
	_____

COMPLIMENTARY CLOSE	Yours sincerely,
SIGNATURE BLCOK	S.K. Nair, President
REFERENCE INITIALS	G K :RM
ENCLOSURE	Enclosure 1
COPY NOTATION	Copy : Chairman, Water Board.

Q. 2.4.1 : What are 'identification marks' ? **MU - May 2012, 1 Mark**

Ans. :

"Identification marks" is the optional element of the business letter in which two set of the initials of the letter writer and typist appears after signature block.

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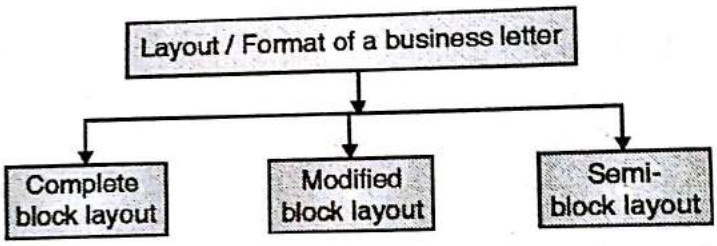
Syllabus Topic : Formats (Complete Block and Modified Block)

2.5 Layout / Format of a Business Letter

- The effectiveness of a business letter depends on the use of a suitable and correct layout.
- The layout helps to arrange all the elements of an official letter in an organized manner.
- The basic elements of an official letter remain the same but the structure or layout may change.
- Sometimes a company may adopt a certain format as its policy; at other times, the individual letter writer has the liberty to select the layout that is most appropriate for the given letter.
- The commonly used layouts are :



1. Complete Block Layout
2. Modified Block layout
3. Semi-block layout

2.5.1 Complete Block Layout

MU - Dec. 2012, May 2014

- The complete block layout is the most widely used style of presentation of an official letter. In this format, the letter looks attractive, elegant and efficient.
- The main characteristic of this layout is that all elements except the letter head are aligned to the left margin.

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- Paragraphs are unintended i.e. paragraph beginnings are not spaced, in this layout.
- It follows open punctuation except in the cases of salutation (:) and body of the letter.

A full block layout will look like this :

LETTER HEAD

Ref. No.

Date

Inside address

_____

_____

Sub :

Salutation

Main Body

_____

_____

_____

_____

_____

Complimentary close

Signature block

Enclosure.

Letter 2.5.1 : Being the Sales Manager of ABC Group Ltd., Mumbai, you have received an angry letter from one of your wholesaler distributor about the manufacturing defects in the computer appliances they bought from your company recently. Draft a suitable reply. Use complete block form. **MU - Dec. 2011, 8 Marks**

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Ans. :

ABC GROUP LTD
GRANT ROAD
MUMBAI-496532

17 September 2011

SAMI INFOTECH PVT LTD
BHULABHAI DESAI MARG
MUMBAI-4000756

Subject : Granting adjustment for the defective computer appliances

Dear Sir,

We are extremely sorry to know that the computer appliances which you purchased from our company turned out to be defective. We deeply regret the inconvenience caused, because of the defective consignment.

After enquiry, we found that the appliances were manhandled during transit. We have already issued a show cause notice to the transport department, regarding this.

We assure you that we will replace all the defective appliances within a week. We will immediately make arrangements to get back the defective consignment. We will make sure that the fresh appliances will be sent to you after proper testing and packaging.

Yours faithfully,

Aakash Mehta

Sales Manager

2.5.2 Modified Block Layout

- The modified block style of presentation differs from the complete block layout in the positioning of certain elements the heading, dateline, complimentary close and signature block.
- All the above mentioned elements are aligned towards the right hand side. The letter head can be positioned in the center. Paragraphs are un indented and open punctuation is followed.

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- The structure of the modified block layout appears to be balanced and traditional.

Layout of Modified Block Form

LETTER HEAD

Your Reference _____

Our Reference _____

Inside Address_____

_____

_____

Salutation

Body

_____

_____

_____

_____

_____

_____

Complimentary close

Signature Block

Enclosure : _____

2.5.3 Semi-Block Form

MU - Dec. 2013, Dec. 2014, May 2016

The semi-block style of presentation is a combination of block and indented forms.

Heading, date, complimentary close and signature block are aligned towards the right hard margin. Body of the letter is in indented form with paragraphs indented five spaces from the margin. Mixed punctuation is followed.

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Layout of Semi-Block Form

HEADING

Date : _____

Reference No._____

Inside Address _____

_____

_____

_____

Attention Lime _____

Subject _____

Salutation _____

Body

_____

____

_____

_____

_____

_____

____

_____

Complimentary close_____

Enclosure :_____

Signature Block_____

➤ **Letter 2.5.2 :** Your company has opened a new branch in Pune. Write a letter inviting quotations for office furniture. Invent necessary details like quality, quantity etc. Use semi-block layout.

MU - May 2011, 9 Marks

Scanned by CamScanner

Ans. :

SAMSANE MECHANICAL WORKS PVT.LTD
K6/5 SEVEN HILLS STREET
NAV-JEEVAN COLONY
PUNE-457639

15 December 2016

Sales manager
Touchwood Furnitures
Gokhale Road
Pune- 794763

Dear Sir,

We have recently opened a new branch office in Pune, and are in urgent need of office furniture. Kindly send us the quotations for the office furniture at the earliest. The specifications are mentioned below.

Item Description	Quantity
Revolving Chairs	10
Steel Cupboards	15
Glass top tables	10
File Racks	20

Along with this information, please send us your sales literature and pamphlets, so that we can select the colour and model. We would request you to send the quotations by next week. Please quote your most favourable prices and terms.

Looking forward to your reply.

Yours faithfully,
Chintan Patel
Branch Manager

2.5.4 Difference between Semi Block and Complete Block Layout

MU - May 2011, Dec. 2011, May 2012

Semi Block	Complete Block
In this style of presentation sender's address, date and complimentary close with signature block is aligned towards the right hand side.	In this style of presentation of a business letter, sender's address, date, complimentary close with signature block is aligned towards the left hand margin.

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Semi Block	Complete Block
In the body of the letter paragraph beginnings are spaced and mixed punctuation is followed.	In the body of the letter, paragraph beginnings are not spaced and open punctuation is followed.

Syllabus Topic : Principles of Business Correspondence

2.6 Principles of Business Correspondence

- In a business profession, one has to write dozens of letters everyday as a part of the routine work. Many of these letters are addressed to people, you have never met.
- Business letters are written to other firms and companies, customers suppliers, associate organizations, government officers, credit agencies etc.
- Their aim is to achieve a definite purpose, such as selling a product, making an enquiry, seeking information or advice, mollifying the injured feelings of a customer or creating goodwill.
- It is therefore imperative that a business letter should appeal to the reader's interest and induce in him a good mood.
- The message should be clearly communicated and the letter should also have the necessary built in attraction.
- It is always beneficial to place yourself in the position of the correspondent and anticipate his feelings and reactions.
- This enables the letter writer to draft the letter from the reader's point of view.
- The following advice given by Sir Ernest Gowers, about handling official correspondence is very apt.

  "If he (the correspondent) is rude be specially courteous. If he is muddle-headed, be specially lucid. If he is pig-headed, be patient. If he is helpful be appreciative.

  If he convicts you of a mistake, acknowledge it freely and even with gratitude".
- The ability to adopt oneself to the reader's point of view is the basic requirement of a well written correspondence.

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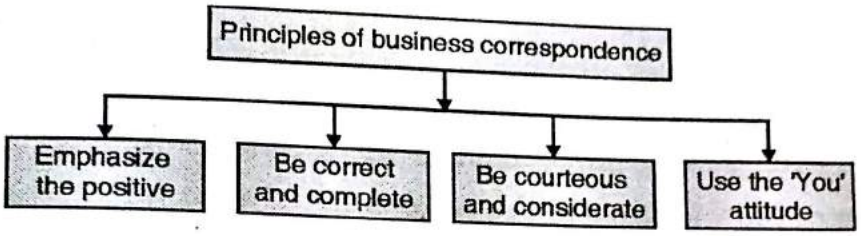
- The ill-will generated by badly drafted letter can be very well eliminated if little care is taken to draft business letters.
- Discussed below are the principles of correspondence, which will help you in drafting effective official letters.

Principles of correspondence



1. Use the 'You' attitude
2. Be correct and complete
3. Emphasize the positive
4. Be courteous and considerate

2.6.1 You Attitude

MU - May 2011, Dec. 2012, Dec. 2013, May 2014

- You should always focus on the recipient's needs, purposes, or interests while writing the official letter. Talk about the dealings from the reader's view/point. This recipient oriented style is called the 'you' attitude.
- Even if you are conveying an unpleasant situation do it in such a way that the reader is convinced and understands the situation.
- The letter should reflect the concern and interest that you have for your recipient's welfare. In other words, use more of you and yours instead of I, me, mine, we, us our and ours.

Matter of fact attitude	'You' attitude
We are glad to inform you that	You will be glad to know that.....
We are happy to receive your request	Thank you for your request.
We regret that the goods did not reach on time.	We regret that you could not receive your goods on time.

- You attitude is not just a matter of using the pronoun 'you'.

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- It is the audience centric approach that we should adopt to make the letter more appealing.
- It is a matter of genuine empathy that you show towards your reader. But there are always exceptions to the rule.
- On some occasions, it is better to avoid using 'you' especially if you are complaining or pointing out a mistake. When someone makes a mistake, you may want to minimize ill feeling by referring to the mistake impersonally rather than pointing out directly.
- In some cases, a more impersonal or matter-of-fact tone will avoid creating unnecessary hard feelings in the recipient.

You attitude	Impersonal attitude
You have not paid any attention to my complaint.	My complaint has not been attended to.

MU - Dec. 2013, May 2015

2.6.2 Clarity and Conciseness

- Transmission of maximum information by using minimum words should be the technique for drafting business letters.
- If you clearly and concisely write what you wish to say, you will be able to grab the attention of the recipient and help him understand the message.
- Come to the issue directly by avoiding unnecessary details and round about expressions.
- Avoid long introductions and preliminaries which may irritate the reader. Long involved sentences can make the message cluttered and unclear.
- The following excerpt from a letter lacks clarity and is unnecessarily long.

  "We are in receipt of your esteemed favor of 17th instant and in reply beg to advise you that we have written to our head office in Chennai. We will be in a position to communicate to you our exact and considered decision, after hearing from them."
- The above information can be written with clarity and conciseness as follows.

  "Thank you for your letter dated 17 October. We have already written to our head office in Chennai and shall let you know our exact decision as soon as we hear from them."

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- Often, in business correspondence, a number of phrases and clauses are used unnecessarily.
- Avoid verbose expression, to make the letter clear and concise. Given below are some examples of verbose expressions with their suitable substitutes.

Sr. No.	Verbose	Direct and concise
(i)	As advised in our communication	As stated in our letter
(ii)	At all times	Always
(iii)	As per your instruction	As instructed
(iv)	Attached herewith	Attached
(v)	At your earliest convenience	As soon as you can.
(vi)	Beg to acknowledge	Acknowledge
(vii)	Enclosed herewith please find	Enclosed
(viii)	In compliance with your request	As requested
(ix)	Taken into consideration	Considered
(x)	In the event of occurrence taking place	If this happens.

- Participial endings, such as "Assuring you of our prompt services always....," "Hoping to hear from you at the earliest" etc. are trite expressions which should be avoided as they do not convey any meaning."
- Make use of direct and positive statements, instead of negative and roundabout expressions.

Sr. No.	Negative and Roundabout	Positive and Direct
(i)	You have failed to inform us....	Please inform us...
(ii)	We cannot assist you unless	We shall be pleased to assist you if....
(iii)	We failed to receive any correspondence from you....	We would appreciate if you write to us....
(iv)	You have not paid attention to our previous complaint....	Please look into our complaint....

Scanned by CamScanner

- A simple expression and clarity of thought are the two most important virtues of effective writing. You should cultivate a clear and plain style of drafting business letters. The letter should be unambiguous, so that the reader does not have any difficulty in understanding what you mean.
- Clarity is one of the seven c's of business communication. Message should be drafted without the use of ambiguous words and phrases.
- Roundabout expressions and unnecessary words can convey the wrong message to the receiver.
- Clarity can be achieved if message is concise and to the point. Authentic information should be conveyed succinctly by the use of right words and expressions.

2.6.3 Correctness and Completeness

- Official letters are meant to send and receive business / official information. Hence it is imperative that the information sent and received is complete and authentic.
- Though your official letters may be concise and clear, unless they are specific or precise and complete in all respects, they may not fulfill the objective.
- The letter should be precise and to the point and complete information with all relevant details should be communicated to the correspondent.
- To be correct and complete, you need to understand the purpose of your letter and think clearly.
- The following guidelines can help you to achieve correctness and completeness.
  - Before expressing the thought on paper, construct it in your mind so that it is free of ambiguities. Clear thinking and clear writing go together.
  - Use short, concrete and common words. Avoid jargon and slang. Words used should convey the exact meaning.
  - Arrange your words in such a way that words and phrases carry the desired emphasis without breaking the rules of sentence construction.
  - Do not use long and involved sentences.
  - Proofread your message for accuracy of spelling and grammar.

Scanned by CamScanner

2.6.4 Positive Approach

- Use of positive words and phrases can help create goodwill and rapport with the recipient.
- Positive words used to convey even a not so positive message can help you achieve your goal.
- Most information, even the unpleasant ones, which you convey through your official letters can have a redeeming effect.
- The way you convey bad news, should help your audience understand the unpleasant situation.
- Try to emphasize the positive aspects of your message rather than the negative side. Letters reflecting a positive attitude are more acceptable and appreciated by the recipients.
- Positive message can help you build a rapport with your customers and clients. Some positive and negative ways of conveying information is compared below.

Negative	Positive
We cannot comply with your request of exchanging damaged goods.	We will be in a position to exchange damaged goods if they are in good condition.
You should have followed the instructions while unpacking the goods to avoid damage.	The instructions given, was to help you in unpacking the goods to avoid damage.

- Words with negative connotation should be avoided in business correspondence. One should thoughtfully frame the messages, so that the readers are not offended or hurt.

Unpleasant words / phrases	Positive words / phrases
Elderly	Senior citizen
Cheap goods	In expressive goods
Second hand Refrigerator	Refrigerators for resale

Scanned by CamScanner

MU - Dec. 2014, Dec. 2015

2.6.5 Courtesy and Consideration

- One of the important principles of business correspondence is the principle of social relationship and regard for the feelings of others.
- Use of courteous words and phrases can reduce the unpleasantness of the information, create good will and elicit a favorable response from the recipient.
- A rude letter can be disastrous for maintaining business relations. Therefore, organizations have to be careful while dealing with business correspondence.
- **Goodwill is a great asset** for an organization and courtesy in correspondence can help in maintaining cordial business relations.
- Some of the phrases given below are examples of how correspondence can be made more pleasant.
  - Many thanks for your letter dated 21 Sept, 2016.
  - Thank you for your prompt reply.
  - We appreciate your writing to us so promptly.
  - We are extremely sorry to inform you that we cannot meet your order immediately.
  - You will be pleased to know that we have dispatched your consignment.
- **Avoid phases like :** You state....., We must firmly state ....., We demand ....., We cannot accede to your request.....
- The above phrases may imply that you consider the reader inferior and it also reflects lack of consideration for your recipient.
- Sometimes brevity leads to courtesy. But in a bid to the brief, one can tend to become curt. Curtness implies that the letter writer is impatient and lacks consideration. The following letter of refusal to a candidate who has been rejected by an organization is discourteous and lacks goodwill and consideration for the recipient.
- "With reference to your application of 17 August for the post of Assistant Engineer in our organization, you are hereby informed that we are not able to offer this position to you."

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- A more courteous way of drafting this letter would be : "Thank you very much for your application dated 17 August for the post of Assistant Engineer in our organization. We regret to inform you that we are not able to offer this position. But we have noted your qualification and experience and if need arises, we shall be pleased to consider you again .We appreciate the interest that you have shown in our organization."
- When the recipient receives a business letter, he assesses how it affects him and his business and what action he needs to take on it. A direct personal approach will create goodwill and the desired response. This does not mean that the letter writer should suppress his own interests and indulge in artificial cordiality.
- He should be brief, cordial and sincere without compromising on his own interests. Sincerity and truthfulness convince the most.
- Courtesy and consideration is a very important principle of business correspondence. To maintain long term and cordial business relations, use of courteous language and positive tone is a must.
- Maintaining goodwill is an asset for the organization. Even if negative information is conveyed through official letters, care should be taken so that the receiver does not feel bad or hurt. Angry and accusing tone should be avoided.
- One should convey the message concisely but avoid curtness. Use of positive expressions like 'thank you', 'sorry for the inconvenience' etc makes business correspondence courteous.

Q. 2.6.1 : Identify the principle of business communication not followed in the following statements. Also re-write them in accordance with those principles :

i) We cannot accept your claim as it is not valid.

ii) In majority of instances such mistakes do not occur but this time it happened by the reason of the fact that there was a sudden technical problem.

MU - May 2016, 2 Marks

Ans. :

i. Courtesy and Consideration, positively worded messages

We would be able to accept your claim only if it is valid.

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ii. Clarity and Conciseness

This mistake has occurred inadvertently due to some technical problems.

Letter 2.6.1 : The following letter is written in a negative tone. Make the necessary changes without changing the meaning so that it sounds positive.

Dear Mr. Jagtiani

You cannot get a replacement on your defective computer because it clearly falls outside the warranty period. You should at least have checked the warranty date before making such a complaint.

As per company policy, we can only repair the defective parts. Our technician makes home calls only on Wednesdays between 3:00 pm and 5:00 pm and only cheque payments are accepted.

We trust you will not complain again. **MU - Dec. 2014, 4 Marks**

Ans. :

Dear Mr. Jagtiani,

Thank you for drawing our attention to the defects in your computer which you have purchased from our company. But we regret to inform you that since the guarantee period for the product which you have purchased is over, we will not be able to replace the product.

But as per the company policy, we can send our expert technician to repair the damaged parts. Our technician will visit you on Wednesday between 3 and 5 pm. We are ready to accept cheque payment.

We trust, this adjustment offered by us will be convenient for you.

Syllabus Topic : Types of Letters : Enquiry, Reply to Enquiry, Claim, Adjustment and Sales Letter

2.7 Types of Letters

There are different types of business letters, which are as follows :

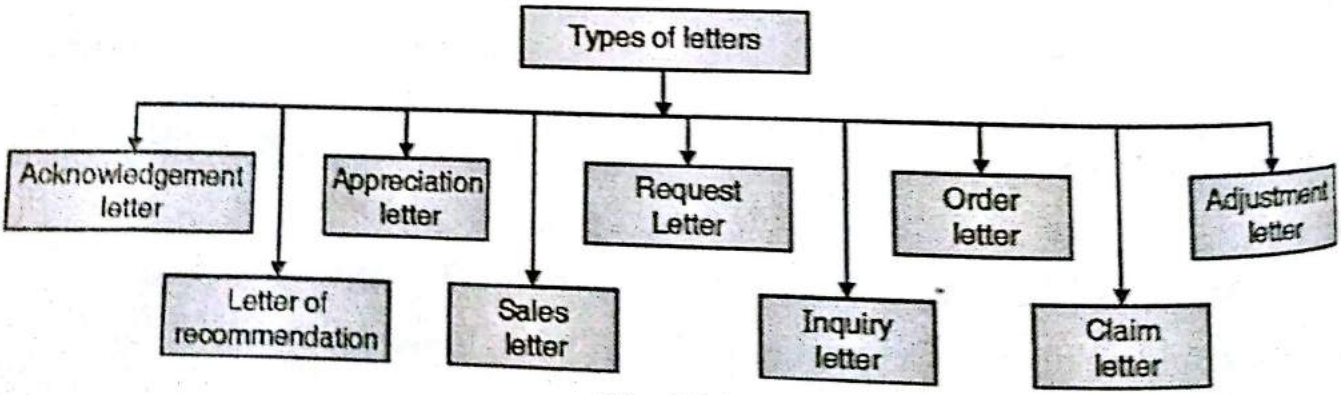

Fig. 2.7.1

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1.	Acknowledgement letter	2.	Letter of recommendation
3.	Appreciation letter	4.	Sales letter
5.	Request Letter	6.	Inquiry letter
7.	Order letter	8.	Claim letter
9.	Adjustment letter		

Let us study some of the commonly written business letters.

2.7.1 Enquiry Letter

- The most commonly written business letter is the letter of enquiry in which you ask the recipient about the information you require about something.
- You may ask them to quote their rates and terms of payment for the goods your firm or company wishes to buy.
- Enquiry letters can be solicited and unsolicited. If a business house or an agency advertises its product or services and in response you ask for some specific information regarding the product / service, you are writing a solicited enquiry letter.
- Whereas if you enquire about a product / service on your own initiative it is an unsolicited enquiry letter, as the recipient has done nothing to prompt your enquiry.
- Great care should be taken in drafting both solicited and unsolicited enquiry letters, so that you can quickly get the information you wish to collect and place the order for the goods.
- The following points should be kept in mind **to achieve your objectives.**

  (1) Describe your requirements clearly and precisely. Give the detailed specifications of the goods that you wish to purchase.

  (2) Request the recipient to quote his prices and terms of payment.

  (3) Convey to him the exact quantity that you wish to buy.

  (4) Mention the time period within which you would like the goods to the supplied.

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(5) Enquire about the normal expected life of the goods and the guarantee period.

(6) Enquire about the accessories and spare parts if any. Ask him, if you need to pay extra money for the accessories.

(7) If goods need installation, ask the seller the cost of doing so.

(8) As the processing of purchase proposal takes time, ask the receiver to mention the period for which the quotations will be valid.

- Given below are some examples of opening and closing sentences of an enquire letter.

Opening sentences

(i) Please quote your lowest rates for the following goods.

(ii) Kindly inform us of the terms and conditions for the supply of .....

(iii) We wish to buy the following items for our new branch in Kolkata. Please quote your lowest rates for the following items.

(iv) May we request you to quote your lowest rates for the following goods which we require next month.

(v) We would appreciate, if you could quote your lowest rates for the supply of .....

Closing sentence

(i) If your quote is suitable, we assure you that we shall buy all our requirements from you. We look forward to hearing from you soon.

(ii) We shall place a firm order as early as possible, on hearing from you.

(iii) If the terms and conditions you quote are satisfactory, we shall order all our requirements at the earliest.

(iv) We are in urgent need of the items mentioned above and shall be grateful for a prompt reply.

(v) We look forward to placing an order with you.

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EXAMPLE

MOTILAL NEHRU COLLEGE OF TECHNOLOGY
D.Y. PATEL MARG
JAMNABHAJ NAGAR, SURAT : 496734

23 August 2015

SAMSUI ELECTRONICS LTD
67 GREEN STREET ROAD
ARMY COLONY
MUMBAI : 400 706

Dear Sir / Madam,

We intend to buy the following equipment's for our laboratory. We would be grateful if you quote your lowest rates for these items, giving all details and full particulars, at the earliest. The required quantity for each item is mentioned against it. It would be helpful, if you quote rates that will remain valid for at least three months.

Quantity	Description of the Item
16	Capstan motors
24	Level meter V-4015
20	Oscillating motors
20	Rewind motors
40	Mini Lamps

We want to set up the laboratory by the end of July, so that it becomes functional when the college reopens. Therefore, we would like the equipment's to be delivered to us by the end of June. Please let us know whether you will be able to supply the equipment's within the above mentioned time period.

We would also like to know the guarantee period and after sales facility offered by you. On hearing from you, we shall place the order at the earliest.

Yours faithfully,

R.K. Mishra

Purchase Head

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➢ **Letter 2.7.1 :** As Sports Secretary of your college write a letter to a sports dealer making enquiries about prices of sports gear for circket, badminton, tennis and chess. Give details of quality and quantity of goods required and set a deadline for the reply. (Use complete block from). **MU - May 2012, 9 Marks**

Ans. :

Grewal College of Engineering
AJC Bose Road
Pune-654321

17 May 2012

Tendulkar Sports Gear Ltd.
M.G. Road
Pune - 765890

Dear Sir :

We wish to order some sports gear for our upcoming sports day celebrations in our college. The specifications of the goods we wish to order is given below.

	Item Description	Quantity
1.	Cricket Bats	10
2.	Badminton Rackets	15
3.	Tennis Balls	15
4.	Chess Boards	10

We require the sports gear by the end of next week. Hope to receive an early reply.

Yours faithfully,
Kishore Sharma
Sports Secretary

2.7.1.1 Reply To Enquiry / Sending Quotations

- Response to the letter inviting quotations should be carefully drafted, taking note of each item in the enquiry. Prompt attention to the letter of enquiry can maintain healthy and pleasant business relationships.
- If the enquiry is from an established customer, appreciate his / her efforts. Try to provide all the details that he has asked for, clearly and concisely.
- State the terms and conditions of payment and delivery of goods. Keep the information brief and to the point.

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Example : Reply to Enquiry / Sending Quotations

SUMSUI ELECTRONICS LTD
67, GREEN STREET ROAD
ARMY COLONY
MUMBAI – 400 706

5 September 2015

R. K. Mishra
MOTILAL NEHRU COLLEGE OF TECHNOLOGY
D.Y. Patel Marg
JAMNA BHAI NAGAR
SURAT : 49 67 34

Dear Sir,

Thank you for your letter No. F 5/6 dated 23 August 2015.

We are happy to submit the following quotation for your consideration. As you had requested, we will keep the prices valid for three months.

Sr. No.	Item Description	Net price each
1.	Capston motors	Rs. 140
2.	Level meter V – 4015	Rs. 125
3.	Oscillating motors	Rs. 160
4.	Rewind motors	Rs. 100
5.	Mini lamps Sales Tax 12 % Transportation 2 %	Rs. 120

We have included the packaging charges and other taxes in the prices quoted above.

Since the equipment's are prone to damage and breakage, we would advise you to get it insured. The equipment's will be delivered to you within one week of the receipt of your order. All the items are guaranteed for two years and during this period we shall repair or replace any item free of cost. We request you to make the payment by crossed cheque drawn on the State Bank of India, within one week of the receipt of the goods.

We look forward to receiving your order at the earliest. We would we glad to provide any additional information, you require. So please do not hesitate to write to us.

Yours faithfully,
Ritesh Sawant
Sales Manager

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➢ **Letter 2.7.2 :** Gyanlal Textile Mills Ltd. Ahmedabad, have received an order for 1000mts of dark grey woolen suiting. They are out of stock for this particular shade but can offer suiting of a lighter shade and of a better quality at the same price. Write a persuasive letter on their behalf. (Use semi-block format) **MU - May 2012, 9 Marks**

Ans. :

GYANLAL TEXTILE MILLS LTD,

MAHATMA GANDHI ROAD,

AHMEDABAD - 67

24 May 2012

Sohanlal and Sons Pvt.Ltd,

R.J Dalal,

Mumbai-23

Dear Sir

Thank you for your order no.7/8G. You had ordered for 1000 mts of dark grey woollen suiting material. We are sorry to inform you that presently we are out of stock of this particular shade, which you had ordered. But we are in a position to send you a lighter shade and of a superior quality, at the same price.

We are sending you a sample of the suiting material which is available with us. If you agree to the shade available with us, we will deliver the consignment as soon as you place the order. We hope to hear from you soon.

Yours faithfully,

T.K. Joshi

Sales Officer

➢ **Letter 2.7.3 :** You are the H.R. Manager and wish to purchase office furniture for your organization. Write a letter inviting quotations to 'NORMAN FURNITURES' Mumbai and give full details of your requirements. (Use complete block form) **MU - Dec. 2012, 7 Marks**

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Ans. :

RELIGARE INDUSTRIES PVT. LTD.
SHYAMAPRASAD MUKHERJEE ROAD
MUMBAI - 62

12 May 2012

Norman Furnitures
Grant Road
Mumbai-34

Subject : Request for Quotations

Dear Sir:

We are in urgent need of office furniture for our extended office space in Mumbai. Please quote your lowest rates for the furniture items given below.

	Item Description	Quantity
1.	Office Chairs	100
2.	Glass top Tables	75
3.	Steel Cupboards	20
4.	File Racks	90

Please send us your catalogue, so that we can select the model and colour. If you can send us the quotations within two days of the receipt of this letter, then we can immediately place the order.

Waiting for an early reply.

Yours faithfully,

Prakash Chugh

H.R Manager

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2.7.2 Claim and Adjustment Letters

Despite its efficiency, sometimes an organisation may end up delivering the wrong consignment or damaged goods. This can cause grave inconvenience, to the recipient. In such situations, claim or complaint letters are written to bring these mistakes to the notice of the organization so that corrective action can be taken. Letter written to mollify the feelings of the complainant, is called adjustment letter.

2.7.2.1 Claim Letters

If you are dissatisfied with the company's product or service, you make a claim or a formal complaint. You may also request an adjustment. You may also request an adjustment. You can make the complaint orally over phone, but a written letter is more authentic and serves as a record for future reference.

While drafting a complaint letter, though you may be upset, try not to be disrespectful towards the correspondent. Avoid an accusing tone and an angry outburst. Write the better only when your anger has cooled down. To achieve your objective of making the dealer understand his mistake, be courteous, forthright precise and clear. The claim letter should be business-like and restrained.

While writing a claim letter, the following points should be incorporated :

(i) State clearly the nature of complaint. Provide complete information for quick identification of the defective product or faulty service.

(ii) Let the seller understand your concern for the inconvenience caused or the loss suffered as a result of the defective product or faulty service.

(iii) Make an appeal to the reader's sense of honesty, commitment and reputation which will motivate him to take the necessary action promptly and rectify the situation.

(iv) Suggest the kind of adjustment that you would like to have.

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Example : Claim Letter

Religare Industries Pvt Ltd
72 River Dale garden
Shri Hari baug
Delhi – 4976321

Our Reference : FF / 125
Your Reference : TT / 76

21 September 2016

Krrepco Steel Furniture Pvt Ltd.,
Gopaldas Marg
Banglore – 7615739

Dear Sir,

Thank you for promptly delivering 450 office chairs in response to our order no. FF / 125 on 18 August 2016. But we regret to state that on checking the consignment, we found 25 of the 450 chairs broken.

I had placed this order with your firm, as one of my friends had recommended that your company manufactures high quality products. We are in urgent need of providing our staff with office chairs. The chairs must have been damaged during transportation due to manhandling. I therefore, request you to replace the broken consignment immediately. The damaged consignment will be sent back to you, on receipt of the confirmation about replacement. I request you to attend to this complaint on an urgent basis and oblige.

We thank you in advance for your co-operation.

Yours sincerely,

Mahesh Sharma
Purchase Officer

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Q. 2.7.1 : Complaints are blessings to the business man. Discuss. **MU - May 2015, 2 Marks**

Ans. :

Complaint letters are a blessing in disguise to the business man. Complaint letter should be treated as feedback from customers about the product or the service. He should immediately attend to the complaint letter and respond favorably. Even if his product is not faulty, he should respond and bring it to the notice of the customer. If the complaint is genuine, the businessman should admit his fault and grant the necessary compensation. In this way, he will be able to maintain goodwill and long term relations with his customers.

➢ **Letter 2.7.4 :** As the Purchase Manager of your company, you had ordered 20 laptops from Dell Company, 216 S.V. Road, Bandra, Mumbai 400050.When the consignment arrived; you found five of the pieces in a damaged condition. Write a letter to the Sales Manager claiming suitable adjustment. Decide what form of compensation/ adjustment you want. **MU - May 2011, 7 Marks**

Ans. :

RAMCHAND KELWANI ELECTRONICS PVT.LTD
VEER SAWARKAR MARG
BARODA-4769278

22 July 2011

SALES MANAGER
DELL COMPANY
216 S.V ROAD, BANDRA
MUMBAI-400050

Dear Sir,

We had ordered 20 laptops from your company in the month of May. When the consignment arrived yesterday, we found that 5 laptops were in damaged condition.

We have to inaugurate our new communication centre, next week. So we request you to replace the damaged laptops at the earliest. Please make the necessary arrangements to take back the damaged consignment.

We have had fruitful associations with you in the past, so we look forward to a favourable response.

Yours faithfully.
T.K Sharma

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Letter 2.7.5 : You have purchased an expensive gadget of a reputed company from a retail store in Mumbai. After four months, the gadget stops working suddenly and shows an error message whenever you try to use it. Write a complaint letter to the store owner complaining about the same and ask for compensation. **MU - Dec. 2013, 6 Marks**

Ans. :

S-701, Satyajeet Apartments
Downing Street
Mumbai-52

24 December 2013

Arcee Electronics Ltd
R.D. Patil Marg
Mumbai-67

Dear Sir,

I had purchased a Motorola mobile phone from your shop in the month of august. After four months the phone has been posing a lot of problems. It gets hanged quite frequently and some of the other features are also not working well. I have been missing out of several of my business dealings because of this defective phone.

Since the phone is still in the guarantee period, I request you to replace this one with a better piece. I am enclosing the purchase receipt and guarantee card along with this letter.

Yours faithfully,
R.L Bhatt

Enclosure : 1. Receipt
2. Guarantee card

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➢ **Letter 2.7.6 :** Maruti merchants, Mumbai had ordered 70 bags of rice and 50 bags of wheat for Motiwala Bros, Nashik. Write a letter of complaint for the shortage in 40 rice bangs and 10 wheat bags. Give full details of the shortage and claim compensation (Use complete block form).

MU - May 2015, 5 Marks

Ans. :

MARUTI MERCHANTS LTD

CHATTRAPATI SHIVAJI ROAD

MUMBAI - 67

14 December 2015

MOTIWALA BROS

K.C PATIL MARG

NASHIK- 45

Subject : Shortage of Rice and Wheat bags in order no. T4/5

Dear Mr. Sahu

We had ordered 70 bags of rice and 50 bags of wheat, from your shop last week. Thank you for the prompt delivery and good packaging. But when the consignment arrived, we found that there was a shortage of 40 rice bags and 10 wheat bags. Due to this shortage, we are unable to supply rice and wheat to our customers.

We request you to immediately send us 40 rice bags and 10 wheat bags by quick transit at your own cost. Waiting for a positive response.

Yours faithfully,

M.K. Yadav

➢ **Letter 2.7.7 :** As NSS student leader, your task was to arrange for midday meal for 250 students of a school in a nearby village. You had ordered lunch packets from "The Perfect Meal" caterers. However, on the day of delivery you found that the quality of food was substandard and the packaging too was of inferior quality. Draft a suitable complaint cum claim letter asking for appropriate compensation. Use the modified block format.

MU - May 2016, 6 Marks

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Ans. :

R.K. Thakur College of Commerce

D.G Mulik Road

Mumbai - 23

27 June 2016

The Perfect Meal Caterers

Sandhurst Road

Mumbai-54

Subject : Issue regarding order of Lunch packets

Dear Sir,

Last week we had ordered 250 lunch packets from your catering centre for our mid-day meal services in Kopri village. Thank you for delivering the lunch packets on time. But we regret to inform you that the food quality was not at all up to the mark. The packaging was also of a very inferior quality. The food was ordered for school children and hence hygiene and quality was of utmost importance.

We could not take the chance of serving sub standard food to school children. So the food had to be thrown away. Please offer compensation and refund the entire amount paid at the time of delivery.

Yours faithfully,

Dinesh Patel

NSS Leade

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2.7.2.2 Adjustment Letter

Adjustment Letters are replies to complaints and written in response to claim letters. While drafting an adjustment letter one should keep the following objectives in mind.

- To show courtesy and take into consideration the demands of the customer.
- To safeguard the reputation of your organization.

Dealing with complaint and responding favourably can be tricky. Complaints and claims should be dealt with maturity and clarity of approach. Sometimes receiving a complaint letter can be a blessing in disguise for the organization, as it can help them review their services and products. While drafting an adjustment letter, the following points should be kept in mind :

(1) Acknowledge the claim letter promptly. As the person on the other side has already suffered, it is not right to make him / her wait as it could jeopardize your relationship with the customer.

(2) Complaints are genuine most of the time, so handling complaints requires sympathy and consideration. Show your correspondent that you value their complaints and regret the inconvenience caused due to the defective product / service.

(3) If you admit gracefully that the fault lies on your part and promise to rectify the error, you can develop cordial business relationship with your customer.

(4) If the complaint is baseless or the adjustment claimed is unreasonable then avoid being rude. Politely point out that the fault is not yours and the adjustment cannot be granted. You can suggest other alternatives in an inoffensive manner.

(5) Thank the customer for bringing the matter to your notice and assure him of future cordial business relations.

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KRIPCO STEEL INDUSTRIES PVT LTD
GOPALDAS MARG
BANGALORE – 7615739

Telephone : 052 – 2345678

Fax : 3968753

Our Reference : TT / 76
Your Reference : FF / 125

3 October 2016

Sales Manager
Religare Industries Pvt Ltd.,
72 River Dale Garden
Shri Hari Baug,
Delhi : 4976321

Dear Sir,

Thank you for your letter no. FF / 125 dated 21st September 2016, in which you have brought to our notice the damaged consignment. We are extremely sorry to know that you were inconvenienced due to the flawed consignment.

We wish to inform you that in keeping with our tradition of complete customer satisfaction, we would offer you the compensation that you have asked for.

We also agree to bear the transportation charges incurred by you for returning the broken office chairs.

As soon as we received your complaint, we looked into the matter and found that some of the office chairs were damaged due to improper packaging. The entire consignment was checked before packing, but unfortunately, they got damaged during transit.

We have dispatched 25 brand new office chairs properly packed, which will reach you by tomorrow.

We are once again extremely sorry for the inconvenience caused to you, but assure you of our best services in future. Please do send in your suggestions with regard to further improvement in our products.

Yours sincerely,
S.K. Joshi
Sales Manager.

Scanned by CamScanner

Letter 2.7.8 : As the Head of the Production Unit of New Age Vision, Jaipur, you have received a complaint from the Graam Sevak of Ladanpur village-a remote hamlet in Rajasthan who has complained about the unruly, rude and offensive manner in which some of the crew members of your company conducted themselves during their stay in the village while shooting for a documentary entitled 'Vision Village: Vision India'. Draft an apology letter expressing your regret and assuring action from your side. **MU - May 2014, May 2015, 6 Marks**

Ans. :

NEW AGE VISION
LAL KILLA ROAD
JAIPUR

17 May 2014

Gram Sevak
Ladanpur
Rajasthan

Dear Sir,

Thank you very much for bringing to our notice, your experience with our crew members of 'Vision village-vision India'. I apologise for the rude, unruly and offensive behaviour of our crew members, during their stay in your village for the shooting of the film. I assure you that this kind of conduct will not be tolerated by our production house.

I have initiated an enquiry into the matter and those found guilty will be severely punished. We highly value our association with your village and greatly regret the unfortunate incident. I once again thank you for the support and consideration that you have shown during the shooting of the film.

Yours faithfully,

Rakesh Shrivastav
Head, Production Unit

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Letter 2.7.9 : As the coordinator of a youth festival in your institute, you had placed an order for T-shirts with a garment supplier. When the T-shirts arrived, you found that the slogan on the T-shirts contained spelling mistakes and the colour of the logo was blue and not green as specified by you. Write a letter of claim to the supplier asking him to take back the defective T-shirts and to grant you a complete refund. (Use the complete-block format) **MU - Dec. 2014, 6 Marks**

Ans. :

SAKET INSTITUTE OF TECHNOLOGY
A.K. JOSHI ROAD
MUMBAI-45

11 December 2014

Siyaram Garments
Gandhi Market
Mumbai-23

Subject : Purchase of T-shirts

Dear Sir,

We had ordered 100 T-shirts with the logo which we had specified in our order letter. Thank you for the prompt delivery of the T-shirts. We wish to bring to your notice that the logo is not properly done as there are many spelling mistakes in the logo. You had also specified that the logo would be of green colour, but it is blue. It won't be possible for us to use those T-shirts for our upcoming event.

We request you to take back the consignment and give us the refund.

Yours faithfully,

Akshay Naik
Sports Secretary

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2.7.3 Sales Letter

Sales letters are written to promote products and services. A good sales letter is essentially like a successful advertisement, it catches the attention of the reader, excites his curiosity and induces him to buy the goods or services offered.

A carefully drafted sales letter should achieve the following purposes :

- Catching the reader's attention
- Arousing his desire to buy.
- Convincing him that your product or service is the best in the market.
- Motivating him to act quickly.

While writing a sales letter, it should always be remembered that making exaggerated claims and sensational promises is not necessary. Too many superlatives can create mistrust in the reader, and the use of trite language and a patronizing attitude may irritate him. Try to appeal to his emotion by being logical. An effectively drafted sales letter is able to promote sales to a great extent. As quoted by a professional letter writer "Make your letter so convincing that the prospective buyer would rather have the product you are selling than the money he must part with to buy it".

Before drafting a sales letter, try to have a thorough understanding of the product or service and you must know your readers also. Try to gather details about your prospective customer's status, age interests, emotional concerns, nationality and culture and above all their need for your product / service.

To make your sales letter effective, try to accomplish the following **objectives** :

- Catch the reader's attention
- Arouse the reader's interest
- Create a desire in the reader
- Motivate the reader to act.

In short follow the 'AIDA' approach while writing the letter.

1. Attention (introductory paragraph)
2. Interest and desire (discussion paragraph)
3. Action (closing paragraph)

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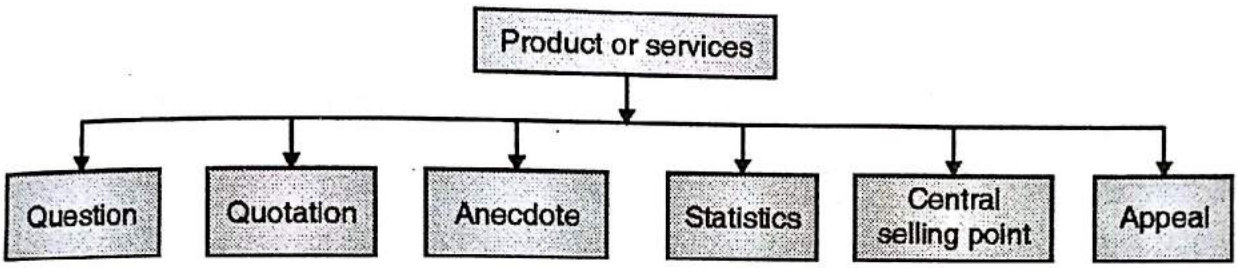
Using the 'AIDA' principle, you begin your sales letter with a catchy quote, generate interest by highlighting the special features of your product, increase the desire for acquiring the product by highlighting the benefits and close the letter by motivating the reader to act upon your letter.

Introductory Paragraph

The opening sentence must arrest the reader's attention and immediately appeal to his interests, feelings, vanity or social sense. The next lines that follow, should sustain his interest to go through the entire letter. You can use any of the following devices to grab the attention depending upon the product or service involved :



1. Question
2. Quotation
3. Anecdote
4. Statistics
5. Central selling point
6. Appeal

Ways of starting a sales letter

There are several ways of starting a sales letter some are discussed below.

Making a striking statement

(a) If you are above forty, read the enclosed literature.

(b) Build your confidence and cast a spell.

(c) This is the model we have been designing specially for you.

(d) We have devised this retirement plan keeping you in mind.

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Stating a significant fact

(a) Our new vehicle is specifically designed to save 25 percent on fuel consumption.

(b) You can beat the heat by keeping the temperature at 25 degrees.

(c) Just pay Rs. 2500/- today and you will be amazed to get back Rs. 20,500 after twenty years.

(d) Our online courses will help you earn more than Rs. 10,000 a month.

Using an Anecdote

Dr. David Spencer is every inch a very successful entrepreneur. The pamphlet enclosed will unfold his success story. We invite you to go through it.

Making special offers

(a) Summer is round the corner and we offer our special discount of Rs. 500 on our new brand of refrigerators.

(b) With every copy of this look, we offer you our new dictionary absolutely free.

Central selling point

(a) Even if guests come unannounced, cooking will be fun. Our new Microwave oven can cook within minutes 2 kg of vegetables and 500 g of rice, almost a full meal for the family.

(b) Wish to have a grand wedding for your daughter contact us right away. We shall manage everything from mehendi to reception.

Appeal to the reader's pride

(a) This letter has been specially drafted for young and beautiful ladies like you, who will become more endearing by using our complexion cream.

(b) By owning our newly launched Maruti Suzuki car you will revel in pride while the neighbours envy you.

Asking a question

(a) Are you nervous when asked to make a presentation ?

(b) Do you suffer from lack of energy and enthusiasm ?

(c) Is your car insured ?

(d) Are you able to prepare a nutritious breakfast for your family ?

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2.7.3.1 Body of the Sales Letter

- After catching the reader's interest by using the different ways of introduction mentioned above, move on to build curiosity in the reader about your product or service.
- At this stage highlight your product's key selling point.
- If you are promoting an insurance policy talk about how it is going to provide financial independence after retirement.
- Apart from this attractive feature, focus on that feature of your product / service which stands out from others.
- Concentrate on this central selling point so that the audience's interest is built up.
- Make this particular sentence stand out by using different fonts, some designs or a unique style of presentation.
- The next step would be to substantiate your claims and statements by facts, logic or reliable testimony. There are several ways of doing so. Some of them are discussed below.

Trial Offers	Our newly opened gym offers you a trainer free of cost for six months.
Guarantees	We guarantee our product against manufacturing defect for five years. If anything goes wrong during this period, we shall repair or replace it free of cost.
Free Samples	We are sending you some free samples of our newly launched shampoo. If you are satisfied with our product, please let us know how much you need so that we can send you the product at 50 percent discount.

- Try to anticipate every question your audience may like to ask. Put yourself in their place and visualize the question. This will help you to write the sales letter more effectively.
- "Research has proved that, visual aids can help students grasp and learn much more than ordinary lectures. The latest Zetmax' projectors will revolutionize the teaching learning process in your institute by creating that extra edge."

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Closing paragraph (Inducing action)

The closing paragraph of a sales letter performs the task of initiating action. The desired action could vary- the manufacturer or the service provider may want the reader to ask for a demonstration or further information about the product / service or even place on order.

To achieve this concluding part of the sales letter should be strong and appealing. Generally in this part of the sales letter, we are required to make special offers which are tempting. This can be done by attaching easy-to-fill-in-proforma or tear off slips, which facilitate action at the end of the potential customer. A few examples are given below :

(a) As we have limited stock, this offer is open up to 15 December. To avoid the special discount, mail today the enclosed postage-paid card and we shall do the rest.

(b) An order form is enclosed. Please fill it and send it along with a crossed cheque of Rs. 10,000/- and we will install the air-conditioner by tomorrow.

(c) This special bargain offer is made available only in selected towns. Avail a special discount of Rs. 500/- by sending your cheque with the order.

Conclusion to be Avoided

While drafting sales letter, a positive approach has been adopted in all the examples given above. Negative endings can hurt the feelings of the prospective buyer and hence should be avoided.

(a) You will regret your decision if you do not place the order immediately.

(b) Do not miss the opportunity of availing the unique offer. Since the purpose of a sales letter is to persuade the reader, a persuasive and empathetic style should be adopted while drafting the sales letter.

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Example 1

Dear Sir

The hot sweltering summer months can really make life uncomfortable. With summer approaching, you must be thinking of how to keep your office cool, so that the productivity of your employees increase. To meet your needs, our company has produced air-conditioners of different capacities.

The newly launched air-conditioners offer so much cooling that you forget that it is summer. We have enclosed a pamphlet, that will give you the detailed specifications. We shall give a guarantee of ten years against all manufacturing defects and repair or replace any part that is causing trouble, free of cost.

If you place the order before 30 March, we shall give you a special discount of ten percent. Transportation and installation of the air-conditions will be absolutely free.

To give us an opportunity to serve you, please fill in the enclosed reply card and mail it today.

Yours faithfully

T.P. Sinha

Divisional Manager.

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Example 2

Dear Madam,

Do you feel totally exhausted after your cooking regime ? Do not worry. We are here with our new range of Bajaj Mixer Grinder Juicer, which is a perfect solution for your kitchen woes. Unique in design and simple to use, it can grind within minutes : pepper, chillies, pulses etc. and help you to prepare your favourite dishes without sweat and toil. Sit back and enjoy the healthy fruit and vegetable juices in the morning and brace yourself for the day ahead. Buy Bajaj today and make your life healthy and happy.

In the enclosed pamphlet you will find three modules to choose from and each one is available in four different colours. We are offering a special discount of 20 percent for our first ten customers. So, hurry up and fill in the enclosed order form and mail it to us.

We trust, you will avail of this special offer and become the proud owner of Bajaj Mixer Grinder Juicer.

Yours faithfully

T.K. Gupta

Sales Manager

Q. 2.7.2 : Match the columns **MU - Dec. 2015, 2 Marks**

(i)	C.C.	(a)	Identification marks
(ii)	RT/SYV	(b)	Render's point of view
(iii)	You attitude	(c)	Indentation
(iv)	Semi block style	(d)	Copy notation

Ans. :

Match the columns

i.	C.C	Copy notation
ii.	RT/SYV	Identification line
iii.	You Attitude	Reader's point of view
iv.	Semi-block form	Indentation

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Q. 2.7.3 : State whether the following statements are true or false :

(i) Letter heads used for official letters should be colorful and decorative in order to be attractive.

(ii) The salutation in a business letter changes according to the inside address.

(iii) LSWR refers to a new form of layout.

(iv) "Assuring of our best services at all times" is a good closing sentence for a letter.

MU - May 2012, 4 Marks

Ans. :

i. True ii. False iii. False iv. False

Review Questions

Q. 1 Discuss briefly the principles of effective business correspondence?

Q. 2 What are the essential elements that constitute a business letter? Explain them in brief with suitable examples.

Q. 3 Write short notes on :

(a) You Attitude (b) Modified block style

(c) Inside Address (d) Attention line

Q. 4 Explain the 'Complete Block Style' of presentation of a business letter with a suitable example?

Q. 5 What are the different ways of starting a sales letter? Illustrate your answer with examples.

Q. 6 Assume that you are the sales officer of 'Sleep well' mattresses, Mumbai. You have received a complaint from a customer complaining that 10 mattresses delivered to him are in torn and soiled condition. Write an adjustment letter offering compensation.

Q. 7 As the purchase officer of an Organization you had ordered 100 office chairs from 'Godrej Storwell'. When the consignment arrived, you found that 20 chains were broken. Write a claim letter demanding refund. Use modified block form.

Q. 8 Draft a letter inviting quotations for the items mentioned below :

Personal computers	50
Laptops	45
Head Phones	100
Printers	50

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Invent the necessary details regarding size, specifications etc.

Q. 9 You have received a letter enquiring about steel almirahs and file racks manufactured by your company. Draft a suitable reply in the complete block style of presentation.

Q. 10 You are the Sales Manager of a company that has recently manufactured a dining table which can be easily folded and kept in a corner, occupying very little space. Draft a letter to be sent to about 500 middle-class families in Mumbai to promote its sale.

2.8 University Questions and Answers

May 2011

Q. 1(a)(iv) State two differences between semi-block and complete block layout. **(Section 2.5.4)** **(2 Marks)**

Q. 3(a) Your company has opened a new branch in Pune. Write a letter inviting quotations for office furniture. Invent necessary details like quality, quantity etc. Use semi-block layout. **(Letter 2.5.2)** **(9 Marks)**

Q. 5(a) As the Purchase Manager of your company, you had ordered 20 laptops from Dell Company, 216 S.V. Road, Bandra, Mumbai 400050.When the consignment arrived; you found five of the pieces in a damaged condition. Write a letter to the Sales Manager claiming suitable adjustment. Decide what form of compensation/ adjustment you want. **(Letter 2.7.4)** **(7 Marks)**

Q. 5(b) Write short note on You attitude **(Section 2.6.1)** **(4 Marks)**

Dec. 2011

Q. II(c) Write short note on : Functions of business letter. **(Section 2.1)** **(5 Marks)**

Q. III(a) Being the Sales Manager of ABC Group Ltd., Mumbai, you have received an angry letter from one of your wholesaler distributor about the manufacturing defects in the computer appliances they bought from your company recently. Draft a suitable reply. Use complete block form. **(Letter 2.5.1)** **(8 Marks)**

Q. III(c)(i) Distinguish between : Semi-block style and Full block style of letter writing. **(Section 2.5.4)** **(2 Marks)**

May 2012

Q. 1(a)(iii) What are 'identification marks' ? **(Q. 2.4.1)** **(1 Mark)**

Q. 1(c) State whether the following statements are true or false :

(i) Letter heads used for official letters should be colorful and decorative in order to be attractive.

(ii) The salutation in a business letter changes according to the inside address.

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(iii) LSWR refers to a new form of layout.

(iv) "Assuring of our best services at all times" is a good closing sentence for a letter. **(Q. 2.7.3)**

(4 Marks)

Q. 2(c) Gyanlal Textile Mills Ltd. Ahmedabad, have received an order for 1000mts of dark grey woolen suiting. They are out of stock for this particular shade but can offer suiting of a lighter shade and of a better quality at the same price. Write a persuasive letter on their behalf. (use semi-block format) **(Letter 2.7.2)** **(9 Marks)**

Q. 4(b)(iii) State the difference between semi-block and complete block. **(Section 2.5.4)**

(2 Marks)

Q. 5(a) As Sports Secretary of your college write a letter to a sports dealer making enquiries about prices of sports gear for cricket, badminton, tennis and chess. Give details of quality and quantity of goods required and set a deadline for the reply. (Use complete block from). **(Letter 2.7.1)** **(9 Marks)**

Dec. 2012

Q. 2(b) You are the H.R. Manager and wish to purchase office furniture for your organization. Write a letter inviting quotations to 'NORMAN FURNITURES' Mumbai and give full details of your requirements. (Use complete block form). **(Letter 2.7.3)** **(7 Marks)**

Q. 4(a) Give the diagrammatic representation of the Full block form. **(Section 2.5.1)** **(3 Marks)**

Q. 5(b) Explain the following terms briefly : You attitude. **(Section 2.6.1)** **(2 Marks)**

May 2013

Q. 1(A) Fill in the blanks : The crowd approach is not in keeping with the principle of ___ in business correspondence. **(1 Mark)**

Ans. : You attitude

Dec. 2013

Q. 1(a)(i) Write short notes on any two of the following : Principles of business letter writing (any two). **(Sections 2.6.1 and 2.6.2)** **(2 Marks)**

Q. 2(b) Give a diagrammatic representation of the semi-block form of letter. **(Section 2.5.3)** **(3 Marks)**

Q. 4(b) You have purchased an expensive gadget of a reputed company from a retail store in Mumbai. After four months, the gadget stops working suddenly and shows an error message whenever you try to use it. Write a complaint letter to the store owner complaining about the same and ask for compensation. **(Letter 2.7.5)** **(6 Marks)**

May 2014

Q. 1(c) What is 'You attitude' ? **(Section 2.6.1)** **(2 Marks)**

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Q. 2(b) Give a diagrammatic representation of the parts of a letter in complete block form. **(Section 2.5.1)** **(3 Marks)**

Q. 3(b) As the Head of the Production Unit of New Age Vision, Jaipur, you have received a complaint from the Graam Sevak of Ladanpur village-a remote hamlet in Rajasthan who has complained about the unruly, rude and offensive manner in which some of the crew members of your company conducted themselves during their stay in the village while shooting for a documentary entitled 'Vision Village: Vision India'. Draft an apology letter expressing your regret and assuring action from your side. **(Letter 2.7.8)** **(6 Marks)**

Dec. 2014

Q. 1(b) Why should one, use a courteous and positive tone in a business letter ? **(Section 2.6.5)** **(2 Marks)**

Q. 2(b) Draw a diagram of the Semi-block letter format. **(Section 2.5.3)** **(3 Marks)**

Q. 3(b) As the coordinator of a youth festival in your institute, you had placed an order for T-shirts with a garment supplier. When the T-shirts arrived, you found that the slogan on the T-shirts contained spelling mistakes and the colour of the logo was blue and not green as specified by you. Write a letter of claim to the supplier asking him to take back the defective T-shirts and to grant you a complete refund. (Use the complete-block format). **(Letter 2.7.9)** **(6 Marks)**

Q. 5(b) The following letter is written in a negative tone. Make the necessary changes without changing the meaning so that it sounds positive :

Dear Mr. Jagtiani

You cannot get a replacement on your defective computer because it clearly falls outside the warranty period. You should at least have checked the warranty date before making such a complaint.

As per company policy, we can only repair the defective parts. Our technician makes home calls only on Wednesdays between 3:00 pm and 5:00 pm and only cheque payments are accepted.

We trust you will not complain again. **(Letter 2.6.1)** **(4 Marks)**

May 2015

Q. 1(a)(ii) How is clarity achieved in business correspondence? **(Section 2.6.2)** **(3 Marks)**

Q. 2(iii) Complaints are blessings to the business man. Discuss. **(Q. 2.7.1)** **(2 Marks)**

Q. 3(a) Maruti merchants, Mumbai had ordered 70 bags of rice and 50 bangs of wheat for Motiwala Bros, Nashik. Write a letter of complaint for the shortage in 40 rice bangs and 10 wheat bags. Give full details of the shortage and claim compensation (Use complete block form). **(Letter 2.7.6)** **(5 Marks)**

Q. 3(b) As the Head of the Production Unit of New Age Vision, Jaipur, you have received a complaint from the Graam Sevak of Ladanpur village-a remote hamlet in Rajasthan who has complained about the unruly, rude and offensive manner in which some of

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the crew members of your company conducted themselves during their stay in the village while shooting for a documentary entitled 'Vision Village: Vision India'. Draft an apology letter expressing your regret and assuring action from your side. **(Letter 2.7.8)**

Q. 3(c) Write short note on signature block with an example. **(Section 2.4.1)** **(6 Marks)**

Dec. 2015

Q. 1(c)(i) Match the columns **(2 Marks)**

(i) C.C.	(a) Identification marks
(ii) RT/SYV	(b) Render's point of view
(iii) You attitude	(c) Indentation
(iv) Semi block style	(d) Copy notation **(Q. 2.7.2)**

Q. 2(b) Write short note on : **(2 Marks)**

(i) Courtesy and consideration

(ii) Letter head in official letters

(iii) Importance of planning a business letter.

(Sections 2.6.5, 2.4.1 and 2.2) **(6 Marks)**

May 2016

Q. 1(d) Give a diagrammatic representation of a letter in semi-block format. **(Section 2.5.3)** **(2 Marks)**

Q. 2(c) As NSS student leader, your task was to arrange for midday meal for 250 students of a school in a nearby village. You had ordered lunch packets from "The Perfect Meal" caterers. However, on the day of delivery you found that the quality of food was substandard and the packaging too was of inferior quality. Draft a suitable complaint cum claim letter asking for appropriate compensation. Use the modified block format. **(Letter 2.7.7)** **(6 Marks)**

Q. 5(c) Identify the principle of business communication not followed in the following statements.

Also re-write them in accordance with those principles :

i) We cannot accept your claim as it is not valid.

ii) In majority of instances such mistakes do not occur but this time it happened by the reason of the fact that there was a sudden technical problem. **(Q. 2.6.1)** **(2 Marks)**

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Module 3

CHAPTER

3 Grammar and Vocabulary

Syllabus :

Common errors, Concord (subject - verb agreement), Pairs of confused words, Lexicon (Enriching vocabulary through one-word substitutes, synonyms, antonyms, etc.)

3.1 Introduction

Importance of grammar

- For any effective communication, Grammar rules are extremely important. It lays the strong foundation for any dialogue and exchange of information to happen.
- Just as an improperly configured telephone wire can cause havoc during a phone conversation, improper grammar can affect the meaning and clarity of an intended message.
- Grammatical and syntax errors come in many forms and all can easily confuse and obscure meaning.
- Some common errors are with sentence structure, subject predicate placing, punctuation, spelling and other basic mechanics and parts of speech.
- Even something as simple as a misplaced comma can completely change the meaning of a sentence. For example : "Let's eat mom" vs. "Let's eat, mom."
- The worst air disaster of all time was due to a misinterpretation of language code : on March 27th 1977, two full Boeing 747's collided in fog on the runway at Los Rodeos airport in Tenerife, Canary Islands.

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Five hundred and eighty-three people died. The inquest determined that the main cause of the disaster was confused communication between the control tower and the captains of the two Boeings.

English was being used as the language of communication between pilots and the Air Control Tower, but it was not the native language of the people in the control tower, nor of one of the pilots – and communication between the three parties involved went catastrophically wrong.

This could be an isolated case or an extreme example, but it shows how miscommunication between two parties can lead to a disaster. It is very important for the sender of a message and the receiver to use the same codes.

3.1.1 Grammar Useful in Real World

- Grammar skills are extremely crucial in every walk of life from academics to leadership and personal life to employment opportunities.
- They are equally important at our home environment where children learn their grammatical patterns from their parents and family. This will nurture the basics of communication skills at the home front itself.
- Grammar skills are of pivotal important to be an effective leader in any organization. Communication skills are indispensable to effectively give direction and provide assurance of leading ability.
- In addition, if continuing education is desired, grammatically correct papers will be expected from college professors.
- Proper grammar is also essential for understanding English as a second language as well as for learning a new language, since all languages follow grammatical patterns.
- With the advent of globalization, a melting pot of cultures and foreign language speakers, usage of correct and consistent English is extremely important. This, in turn, aids native English speakers in understanding other dialects as well.
- From written communication like reports and notices to oral forms like group discussions and personal interview, grammatical errors immediately snatch away the intended strength necessary to acquire an ally on an issue

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or an invitation for a job interview. In both situations, grammatical mistakes make influential words less poignant.

- Indeed, we won't can leave a mark on others if we do not master the essential principles of grammar or syntax.
- If we imagine language as a big highway, the words are the cars and trucks, but the grammar is the signage images and markings that tell the vehicles where to go and how to drive.
- Without road signs, a big highway would quickly descend into total confusion.
- Getting your head around the subtleties of the English language can be a tricky business. Here are some common mistakes that even native speakers may struggle and if you can get your head around these then you really are on the path to advanced English learning!

3.2 Grammar, Spelling and Words as Codes

- Grammatical rules, spelling and vocabulary, even pronunciation, are type of codes, and like any other codes for effective communication to take place, writers and readers, speakers and listeners, need to work with the same codes.
- When a sender uses one code, and a receiver tries to use a different code to comprehend what is communicated is often ambiguous, and the whole exercise in communication goes for a toss.

Syllabus Topic : Common Errors

3.3 Some Common Grammatical Mistakes

Following are some common grammatical mistakes people often make :

1. Your/You're

- Your is a possessive article : It refers to a thing belonging to you, another person who is directly identified, i.e. "I ate your last biscuit."
- The biscuit which belongs to the person ("you") you're addressing, is "your" biscuit.

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- You might notice in the sentence above the use of the other – "you're". This is a compression of 'you' and 'are' and is not possessive but rather a grammatical construction, i.e. "You are intelligent" = "You're intelligent".
- This phrase says something – you can't say "your intelligent" – whose intelligent? How can a 'intelligence ' belong to anyone?

2. Lay and Lie

- "Lay" is a transitive verb. It requires a direct subject and one or more objects. Its present tense is "lay" (e.g., *I lay the pencil on the table*) and its past tense is "laid" (e.g., *Yesterday I laid the pencil on the table*). "Lie" is an intransitive verb. It needs no object. Its present tense is "lie" (e.g. *The Andes mountains lie between Chile and Argentina*) and its past tense is "lay" (e.g., *The man lay waiting for an ambulance*).
- The most common mistake occurs when the writer uses the past tense of the transitive "lay" (e.g., *I laid on the bed*) when he/she actually means the intransitive past tense of "lie" (e.g., *I lay on the bed*).

3. Me/I

- The general rule is – 'me' is used when related to an action being done which affects the 'me/I' in question – usually with a proposition before, i.e. "Mitali gave the letter to [preposition] me."
- The subject of the sentence here is Mitali, not 'me'. 'me' is the person who is affected by the subject.
- However, "I gave the letter back to Mitali." We use I when in the first person : I is the subject.

Whether and If

- Many writers seem to assume that "whether" is interchangeable with "if." It is not. "Whether" expresses a condition where there are two or more alternatives.
- "If" expresses a condition where there are no alternatives. e.g., *I don't know whether I'll get drunk tonight.* e.g., *I can get drunk tonight if I have money for booze.*

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5. **Yet/Already**

- Yet and already are slightly different in British and American English; in American English there exists the use of 'already' to also signify something close to stop, or get on. i.e. "Enough already" means – stop! I have had enough.
- However, in general 'yet' is used to refer to something negative, or is used in questions.
- It usually refers to something we expect to happen that probably has not, and comes at the end of the sentence – e.g. "Have you done the homework yet ?"
- We use already to refer to something which has just happened, recently, and may well have occurred earlier than expected. It usually comes in the middle of the sentence, though in American English often at the end, i.e. "Did you already do the homework?"

6. **Its and It's**

- Similar to your and you're. It is a possessive article, denoting something belonging to 'it', a third party which we will have previously identified, i.e. "Michael looked at the horse. Its eyes were black."
- 'Its' is not singular or plural – just possessive; so it can be 'its eyes' or 'its eye' think of it as the neutral version of 'his' (also : his eyes/his eye).
- It's is a compression again – of 'it' and 'is'... so : "The horse is in the field. It's [it is] looking healthy."

7. **Neither Nor**

- 'Nor' literally means 'and not'. It is perhaps not so commonly used now as 20 years ago, but you will still see it.
- You should use this when expressing a negative condition followed by another (usually with the word 'neither' first). i.e. "She is neither tall nor short."

8. **Farther and further**

- A tricky difference again. The word 'farther' is used to talk about a measurable difference: i.e. "He was fifteen meters farther down the road than she was."

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- 'Further' refers to an abstract or immeasurable length or sum : i.e. "The crisis was bound to do further damage in the years to come."

9. **Practice/Practise**

- Practice and practise are from the same family. Yet one spelling is a noun and the other a verb. The general rule for understanding when to use them :

  'Practice' is a noun : i.e. The doctor's practice/ an artist's practice/ music practice. And **'practise' is a verb** (i.e. to practise) "I practised the piano."/ "We have been practising medicine for five years."

- Again, American autocorrects may try to change everything for 'practice' with a 'c'...not correct! One way to help remember may be to think of the word advice/advise, which has the same rule.

10. **May and Might**

- "May" implies a possibility. "Might" implies far more uncertainty. "You may get drunk if you have two shots in ten minutes" implies a real possibility of drunkenness. "You might get a ticket if you operate a tug boat while drunk" implies a possibility that is far more remote.
- Someone who says "I may have more wine" could mean he/she doesn't want more wine right now, or that he/she "might" not want any at all. Given the speaker's indecision on the matter, "might" would be correct.

11. **Who/Which**

- Knowing when to use who and which is tricky and even has a few exceptions. However, in general, when talking about a person – it's who; and an object/place/thing – it's which.

  e.g. "The artist, who is a resident of Bristol, is also a mother of two." or "The door, which was heavy, was painted green."

12. **Fewer and Less**

- "Less" is reserved for hypothetical quantities. "Few" and "fewer" are for things you can quantify. e.g.,
- *The firm has fewer than ten employees.* e.g., *The firm is less successful now that we have only ten employees.*

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13. Affect and Effect

- Here's a trick to help you remember: "Affect" is a verb (e.g., *Facebook affects people's attention spans*), and "effect" is a noun (e.g., *Facebook's effects can also be positive)*. "Affect" means to influence or produce an impression - to cause hence, an effect.
- "Effect" is the thing produced by the affecting agent; it describes the repercussion or outcome. There are some exceptions. "Effect" may be used as a transitive verb, which means to bring about or make happen.
- For example, *My new computer effected a much-needed transition from magazines to Web page.* There are similarly rare examples where "affect" can be a noun. e.g. *His lack of affect made him seem like a shallow person.*

Syllabus Topic : Concord (Subject - Verb Agreement)

3.4 Concord

- A state in which people or things agree with each other and exist together in a peaceful way.
- Linguistically speaking Concord is a state in which the different parts of a sentence or phrase agree with each other.
- The situation in which the words in a sentence match each other according to the rules of grammar, for example when the verb is plural because the subject of the sentence is or a situation in which the words in a sentence match with each other according to the rules of the grammar.

3.4.1 Definition of Concord

- When we use this word 'concord' in everyday language, it means an 'agreement or harmony between people or groups of people'.
- When we use the word in the context of grammar, it has a similar meaning: grammatical and syntactical agreement between two parts of a sentence. An important language skill to master is subject-verb concord.

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3.4.2 Basics

Subject-verb concord is when the subject of a sentence and the verb of a sentence agree. Simply, if the subject of the sentence is singular, the verb must be singular. If the subject of a sentence is plural, the verb must be plural. Look at these examples :

1. The **papers** (subject) **is** (verb) held together by a stapler.
2. The **papers** (subject) **are** (verb) held together by a stapler.

Number 2 is correct, because the subject, 'pages', and the verb, 'are', are both plural. They agree or concord with each other.

3.4.3 Phrase between the Subject and the Verb

Look at these examples

3. The message between the lines **is** that we need to finish before Monday.
4. The message between the lines **are** that we need to finish before Monday.

The temptation here is to look at the word in front of the verb (the plural 'lines') and choose the verb that agrees with it (the plural 'are'). This is wrong. The subject of the sentence is not 'lines'. It's 'message'. So, because the subject, 'message', is singular, we use the singular verb 'is'. The phrase 'between the lines' is a prepositional phrase (starting with a preposition), which is why it's not the subject of the sentence.

Examples :

5. The box of champagne bottles **are** for the year-end party.
6. The box of champagne bottles **is** for the year-end party.

The correct answer is number 6. 'box' is singular, so use the singular verb 'is'.

7. The sentiment in our offices **is** that our bonuses were measly this year.
8. The sentiment in our offices **are** that our bonuses were measly this year.

The correct answer is number 7. 'Sentiment' is singular, and the singular verb 'is' agrees with it.

3.4.4 Two Subjects Connected by Either/or or Neither/nor

If you have two singular subjects that are connected by either/or, or neither/nor, use the singular verb.

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Look at this :

9. Neither Sibongile nor Ted **has** the keys to the stationery cupboard.

10. Either Mary or Shandu **is** manning the info desk at the conference.

Even though you're discussing two people, only one of them (singular) is taking action, so the verb is singular.

What do you do when one of the subjects is plural and the other isn't ? Look at these examples :

11. Neither Simran (singular) nor the personal assistants (plural) **have** the keys to the stationery cupboard.

12. Either the students (plural) or Mary (singular) **is** manning the info desk at the conference.

Do you see how the verb agrees with the subject closest to it ? However, the second sentence sounds awkward, so rather write sentences like this with the second subject being plural, and then make the verb plural. Sentence number 12 should rather be rewritten as :

13. Either Mary or the students **are** manning the info desk at the conference.

3.4.5 Two Subjects Connected by 'and'

When you have two subjects connected by 'and', use the plural form of the verb.

14. Tshepiso and Sbo **are** responsible for the exchange server.

15. Elizabeth and sandy **are** our new project managers.

There are two exceptions to the rule. The first (see number 13) is when a compound subject connected with 'and' is seen as a singular subject due to popular use. The second is when the subjects connected by 'and' are the same person or entity (see number 14).

16. Pap and worse **is** my favourite meal.

17. The creator and distributor of the software **is** Energesix Ltd.

Plural Subjects that Call for Singular Verbs

Use a singular verb when you have a subject that conveys a single unit of distance, time, or money.

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18. Ninety-five rupees **is** a great bargain for a SIM card.
19. One hundred kilometres is a gruelling daily commute.
20. Fifteen minutes **is** all I have to prepare for the presentation.

Other Subjects that Call for Singular Verbs

The following words need singular verbs : each, everyone, everybody, anyone, anybody, somebody, nobody, someone, none, and no-one. Look at these examples :

21. Each of our staff members **has** to fill in an evaluation form.
22. Anyone who **wants** a day off in lieu of overtime must still fill out a leave form.
23. Someone **has** left a coffee cup on the table.
24. None of us **wants** to admit to being behind on filing.

Subjects that are Collective Nouns

Look at these examples

25. The board **wants** to make the decision by next Thursday.
26. The staff **is** in a meeting.
27. The team **is** due to fly out today.

The board, staff, and team are made up of many individual members, but each forms a collective, singular subject. Thus, a singular verb is used. Be careful not to make this mistake, though :

28. The staff **is** in a meeting to discuss their appraisals.

Now, you have a singular subject (staff), a singular verb (is), and a plural pronoun (their) in the same sentence. Rather rewrite the sentence in one of the following ways :

29. The **staff is** in a meeting to discuss appraisals.
30. The staff **members are** in a meeting to discuss **their** appraisals.

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Syllabus Topic : Pairs of Confused Words

3.5 Pairs of Confused Words

- English has a lot of commonly confused words. They either look alike, sound alike or, worst of all, look and sound alike but have completely different meanings.
- Other words look and sound different but are similar in meaning, and it's hard to determine which is the correct one in a given context. Hopefully the following list of pairs of commonly confused words will help you keep them straightened out.

Accept vs. Except

- Accept (verb) : to receive

  e.g. I accepted all my birthday gifts with gratitude.
- Except (conjunction) : apart from; otherwise than; were it not true

  e.g. When Seeta travels, she packs everything except the kitchen sink.

Affect vs. Effect

- Affect (verb) : to have an effect on; influence; produce a change in; to stir the emotions

  e.g. The dog's death affected his owners.
- Effect (noun) : anything brought about by a cause or agent; result

  e.g. The new speed limit law had little effect on the speed of the motorists.

All Intensive Purposes vs. All Intents and Purposes

- "All intensive purpose" is an incorrect use of the phrase "all intents and purposes."
- "All intents and purposes" is a phrase that means "for all practical purposes" OR "under most usual situations."
- For all intents and purpose, she planned to buy the refrigerator but still wanted to check the reviews.

A Lot vs. Allot

- A lot (noun phrase) : many

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e.g. A lot of people came to this conference.

"A lot" is always two separate words. "Alot" is not a real word.

Allot (verb) : to allocate, give or to assign

e.g. Fifteen minutes were allotted to each of the speakers at the conference.

Allusion vs. Illusion

- Allusion (noun) : an indirect reference

  e.g. The *Austin Powers* movies often make allusions to the *James Bond* films.

- Illusion (noun) : a false idea or conception; belief or opinion not in accord with the facts; an unreal, deceptive, or misleading appearance or image.

  e.g. The magician created the illusion that he was able to produce a rabbit out of a hat.

Awhile vs. A While

- Awhile (adverb) : for a while; for a short time

  e.g. The guests at my place planned to stay awhile.

- A while (noun) : for a short time; when while is used as the object of the preposition (for a while) then the "a" is separated from the "while"

  e.g. The guests planned to stay for a while.

Bad vs. Badly

- Bad (adjective) : not good

  e.g. Your hands smell bad.

- Badly (adverb) : not well; in a bad manner; harmfully; incorrectly; wickedly; unpleasantly

  e.g. Charlotte plays tennis very badly.

- The people involved in the accident were badly hurt.

Complement vs. Compliment

- Complement (noun) : that which completes or brings to perfection; (verb) - to make complete

  e.g. Red wine is a nice complement to a steak dinner.

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- Compliment (noun) : something said in admiration or for praising somebody or flattery; (verb) - to pay a compliment to; congratulate

  e.g. She gave me a nice compliment when I finished my presentation in front of the board of directors.

Comprise vs. Compose

- Comprise (verb) : to include; to contain; to consist of; to be composed of

  e.g. The state of North Carolina comprises 100 counties.
- Compose (verb) : to form in combination; make up; constitute

  e.g. One hundred counties compose the state of North Carolina.

Desert vs. Dessert

- Desert (verb) : to forsake or abandon; to leave without permission; to fail when needed

  e.g. Soldiers should not desert their posts.
- Desert (noun) : dry, barren, sandy region

  e.g. The largest desert in the world is the Sahara.
- Dessert (noun) : a sweet course served at the end of a meal.

  e.g. Fruit salad makes a delicious dessert after lunch or dinner.

Done vs. Did

- Done (adjective) : completed; sufficiently cooked; socially acceptable
- Done (verb) : the past participle of do

  e.g. After an hour, the roast was done.
- Did (verb) : past tense of do

  e.g. The professors did not want to leave the classrooms.

Elicit vs. Illicit

- Elicit (verb) : to draw forth; evoke

  e.g. The teacher elicited answers from the students.
- Illicit (adjective) : unlawful; illegal

  e.g. The teacher discovered illicit drugs in a student's bag

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Fair to Midland vs. Fair to Middling

- Fair to midland : an incorrect use of the phrase "fair to middling"
- Fair to middling (phrase) : something that is moderate to average in quality

  e.g. The temperature was fair to middling today.

Had Bought vs. Had Boughten

- Had Bought (verb) : the past perfect tense of the verb buy

  e.g. The teacher had bought Christmas presents for all of students early in the year.
- Had Boughten : incorrect usage of the past perfect tense

Hone vs. Home

- Hone (verb) : to sharpen; to yearn or long for; to grumble or moan

  e.g. Practicing the table daily is a good way to hone your skills.
- Home (noun) : dwelling; place where a person lives

  e.g. After the long drive, we were at home.

Imitated vs. Intimated

- Imitated (verb) : past tense of the verb imitate, which means to seek to follow the example of; impersonate; mimic

  e.g. The toddler imitated the dog by crawling on hands and knees and barking.
- Intimated (verb) : to make known indirectly; to hint or imply

  e.g. The pirate intimated that he knew where the treasure was buried.

In a Sense vs. In Essence

- In a sense (idiom) : in a way; in one way of looking at it

  e.g. In a sense, computers have been a boon to society.
- In essence (idiom) : by nature; essentially

  e.g. The cat is, in essence, quiet and timid.

In One Foul Swoop vs. In One Fell Swoop

- In one foul swoop : an incorrect use of the phrase "in one fell swoop".
- In one fell swoop : a phrase meaning "all at once".

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e.g. In one fell swoop, the toy was demolished by the child.

Its vs. It's

- Its (possessive pronoun) : of, belonging to, made by, or done by it

  e.g. The dog will only eat its food when I am also eating.
- It's (contraction) of it + is
- It's a very strange dog.

I Could Of vs. I Could Have

- I could of : an incorrect use of the verb phrase could have; when written as a contraction "could've" sounds like "could of."
- I could have : is the past perfect tense of the verb could

  e.g. I could have gone to the play, but I had to study that night

I Should of vs. I Should Have

- I should of : an incorrect use of the verb phrase should have; when written as a contraction "should've" sounds like "should of."
- I should have : is the past perfect tense of the verb should

  e.g. I should have gone to see the play instead of this sick movie.

I Would of vs. I Would Have

- I would of : an incorrect use of the verb phrase would have; when written as a contraction "would've" sounds like "would of."
- I would have : is the past perfect tense of the verb would

  e.g. I would have gone to the play except my car wouldn't start.

Lead vs. Led

- Lead (noun) : a heavy, soft, malleable, bluish-gray metallic chemical element used in batteries and in numerous alloys and compounds.

  e.g. I think it was Mrs. White in the billiard room with the lead pipe.
- Led (verb) : past tense and past participle of the verb "to lead".

  e.g. The two coaches have each led their teams to numerous championships.

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Lose vs. Loose

- Lose (verb) : to become unable to find; to fail to win or gain
  e.g. Did you lose your sun-glasses again ?
  How many games did your team lose last season ?
- Loose (adjective) : not tight; giving enough room.
  e.g. I've lost twenty rupees, and now these jeans are really loose.

More/Most Importantly vs. More/Most Important

- More/most importantly : a phrase used often in writing to show emphasis; however, many grammarians insist that this is not correct usage. The adverbial ending of -ly is not needed.
- More/most important : this phrase should be used instead
  e.g. The most important part of story is the ending.

Passed vs. Past

- Passed (verb) : past tense of the verb "to pass"
  e.g. I think we have passed that stage long back
- Past (adjective) : of a former time; bygone; (noun) - the time that has gone by; days, months, or years gone by
  e.g. In the past, I've gotten lost a lot, but this time I know where we are.

Precede vs. Proceed

- Precede (verb) : to be, come, or go before in time, place, order, rank, or importance
  e.g. The election of a new president precedes his inauguration.
- Proceed (verb) : to advance or go on, especially after stopping
  e.g. After your first interview , you may proceed to the dean's room..

Principal vs. Principle

- Principal (noun) : a governing or presiding officer, specifically of a school; (adjective) - first in rank, authority, importance, degree, etc.
  e.g. The student's parents had to have a meeting with the principal.
- Principle (noun) : a fundamental truth, law, doctrine, or motivating force, upon which others are based.

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e.g. The student's parents thought that they had instilled stronger moral principles in their son.

Seen vs. Saw

- Seen (verb) : past participle of the verb see; must be used with the verbs has, have, or had

  e.g. I have seen the movie three times.

Note : I seen the movie three times is not correct though it is commonly used in spoken language.

- Saw (verb) : past tense of the verb see

  e.g. I saw the movie yesterday.

Sell vs. Sale

- Sell (verb) : to give up, deliver or exchange for money

  e.g. People who move often sell unwanted items instead of packing them.

- Sale (noun) : the act of selling; the work, department, etc. of selling

  e.g. After Christmas sales always bring in the bargain shoppers.

Site vs. Sight

- Sight (noun) : something seen, a view, field of vision

  e.g. She was a sight for sore eyes.

- Site (noun) : a piece of land considered for a specific purpose

  e.g. The corner lot was a perfect site for the new shopping center.

Stationary vs. Stationery

- Stationary (adjective) : not moving or not movable; fixed or still

  e.g. I rode the stationary bike at the gym for my work

- Stationery (noun) : writing materials; specifically, paper and envelopes used for letters

  e.g. My mother has given me a lot of stationery over the years.

Taut vs Taunt

- Taut (adjective) : tightly stretched; showing strain; tidy or well-disciplined

  e.g. The taut rope held the luggage to the roof.

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- Taunt (verb) : to reproach in scornful or sarcastic language; to drive or provoke.

  e.g. The home team taunted the visitors with cheers every time the visiting team made an error.

Than vs. Then

- Than (conjunction) : used to introduce the second element in a comparison

  e.g. My right foot is bigger than my left foot.
- Then (adverb) : at that time; next in order; (adjective) - of that time; (noun) - that time

  e.g. Take off all your clothes first. Then dive in the swimming pool.

  Sarah drove up to New York with her then boyfriend, Nick.
- Let's wait until we're done with the job. we can decide what we want to eat then.

Their vs. There vs. They're

- Their (adjective) : of, belonging to, made by, or done by them

  e.g. They were proud of their work.
- There (noun) : that place or point

  e.g. Just put it over there.
- They're (contraction) of they + are

  e.g. They're going out to dinner tonight.

To vs. Too vs. Two

- To (preposition) : in the direction of and reaching; as far as; to the extent of

  e.g. I'm going to Mumbai.
- Too (adverb) : in addition; as well; besides; also; more than enough; superfluously; overly; to a regrettable extent; extremely

  e.g. I'm going to Mumbai, too.

  I'm too busy. I can't go to Baltimore.
- Two (adjective) the number 2

  I have two apples.

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Your vs. You're

- Your (adjective) : belonging to you

  e.g. Is this your bag ?
- You're (contraction) : you are

  e.g. You're a great Professor!

Who vs. Whom

- Who (subject pronoun) : what or which person or persons; the person or persons that, or a person that (used to introduce a relative clause)

  e.g. Who is going to the party with you ?
- Whom (object pronoun) : what or which person or persons; the person or persons that, or a person that (used to introduce a relative clause)

  e.g. With whom are you going to the party ?

Syllabus Topic : Lexicon (Enriching Vocabulary Through One-Word Substitutes, Synonyms, Antonyms, etc.)

3.6 Synonyms and Antonyms

- A graceful use of **Synonyms** and **Antonyms** form an integral part of the oral as well as written communication. Acquaintance with the vocabulary of the English language is a necessity for effective expression of a language.
- Synonym is a similar meaning of a particular word or its semantic relation. So, it is a word or a phrase that means the same as another word or a phrase in the same language.
- Antonyms are the negative connotation of a particular word. An Antonym is a word or phrase that is opposite in meaning to a particular word or a phrase in the same language.

Some examples of synonym of a word and its antonym put in the bracket.

1. **Kindred** : relation, species (unrelated, dissimilar)
2. **Keen** : sharp, poignant (vapid, insipid)
3. **Knave** : dishonest, scoundrel (paragon, innocent)
4. **Knell** : death knell, last blow (reconstruction, rediscovery)
5. **Knotty** : complicated difficult (simple, manageable)

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6. **Luxuriant** : profuse, abundant (scanty, meagre)
7. **Luscious** : palatable, delicious (unsavoury, tart)
8. **Lure** : attract, entice (repel, dissuade)
9. **Lunacy** : delusion, insanity (normalcy, sanity)
10. **Lucid** : sound, rational (obscure, hidden)
11. **Listless** : indifferent, inattentive (brisk, attentive)
12. **Linger** : loiter, prolong (hasten, quicken)
13. **Liberal** : magnanimous, generous (stingy, malicious)
14. **Liable** : accountable, bound (unaccountable, apt to)
15. **Lenient** : compassionate, merciful (cruel, severe)
16. **Lax** : slack, careless (firm, reliable)
17. **Lavish** : abundant, excessive (scarce, deficient)
18. **Mutual** : joint, identical (separate, distinct)
19. **Mutinous** : recalcitrant, insurgent (submissive, faithful)
20. **Murky** : dusky, dreary (bright shining)
21. **Munificent** : liberal, hospitable (frugal, penurious)
22. **Monotonous** : irksome, tedious (varied, pleasant)
23. **Momentous** : notable, eventful (trivial, insignificant)
24. **Mollify** : appease, assuage (irritate, infuriate)
25. **Molest** : harass, tease (console, soothe)
26. **Modest** : humble, courteous (arrogant, pompous)
27. **Mitigate** : alleviate, relieve (augment, enhance)
28. **Miraculous** : marvellous, extraordinary (ordinary, trivial)
29. **Minute** : diminutive, miniature (large, colossal)
30. **Numerous** : profuse, various (scarce, deficient)
31. **Nullify** : cancel, annual (confirm, uphold)
32. **Noxious** : baneful, injurious (healing, profitable)
33. **Novice** : tyro, beginner (veteran, ingenious)
34. **Nonchalant** : indifferent, negligent (attentive, considerate)
35. **Nimble** : prompt, brisk (sluggish, languid)

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36. **Niggardly** : miser, covetous (generous, profuse)
37. **Negligent** : inattentive, careless (vigilant, careful)
38. **Overwhelm** : triumph, subjugate (flounder, falter)
39. **Outrage** : offence, maltreatment (praise, favour)
40. **Outbreak** : eruption, insurrection (compliance, subjection)
41. **Ornamental** : decorative, adorned (unseemly, plain)
42. **Ordain** : order, impose (revoke, abolish)
43. **Oracular** : cryptic, vague (lucid, distinct)
44. **Opaque** : obscure, shady (transparent, bright)
45. **Offspring** : descendant, sibling (ancestor, forefather)
46. **Offensive** : abhorrent, arrogant (docile, compliant)
47. **Odious** : malevolent, obnoxious (engaging, fascinating)
48. **Occult** : latent, ambiguous (intelligible, transparent)
49. **Obvious** : evident, apparent (obscure, ambiguous)
50. **Obstruct** : impede, prevent (hasten, encourage)
51. **Prudent** : cautious, discreet (impetuous, unwise)
52. **Provoke** : inflame, incite (pacify, comfort)
53. **Protract** : prolong, delay (abbreviate, curtail)
54. **Proscribe** : prohibit, exclude (solicit, include)
55. **Profuse** : lavish, abundant (scarce, scantly)
56. **Profligate** : dissolute, degenerate (virtuous, upright)
57. **Prodigy** : miracle, marvel (normal, average)
58. **Prodigious** : vast, enormous (unimpressive, diminutive)
59. **Premature** : precocious, untimely (belated, opportune)
60. **Predicament** : plight, dilemma (resolution, confidence)
61. **Precarious** : doubtful, insecure (assured, undeniable)
62. **Pompous** : haughty, arrogant (unpretentious, humble)
63. **Perverse** : petulant, obstinate (complacent, docile)
64. **Pertness** : flippancy, impudence (modesty, diffidence)
65. **Peevish** : perverse, sullen (suave, amiable)

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66. **Peerless** : matchless, unrivalled (mediocre, commonplace)
67. **Paramount** : foremost, eminent (trivial, inferior)
68. **Pamper** : flatter, indulge (deny, disparage)
69. **Placid** : tranquil, calm (turbulent, hostile)
70. **Quell** : subdue, reduce (exacerbate, agitate)
71. **Quaint** : queer, strange (familiar, usual)
72. **Quack** : impostor, deceiver (upright, unfeigned)
73. **Quibble** : equivocate, prevaricate (unfeign, plain)
74. **Quarantine** : seclude, screen (befriend, socialize)
75. **Questionable** : dubious, disputable (reliable, authentic)
76. **Reverence** : respect, esteem (disrespect, affront)
77. **Ratify** : consent, approve (deny, dissent)
78. **Ravage** : destroy, ruin (reconstruct, renovate)
79. **Redeem** : recover, liberate (conserve, lose)
80. **Ruthless** : remorseless, inhumane (compassionate, lenient)
81. **Rustic** : rural uncivilised (cultured, refined)
82. **Rout** : vanquish, overthrow (succumb, withdraw)
83. **Retract** : recant, withdraw (confirm, assert)
84. **Remote** : inaccessible, farther (adjoining, adjacent)
85. **Remorse** : regret, penitence (ruthlessness, obduracy)
86. **Resentment** : displeasure, wrath (content, cheer)
87. **Rescind** : annul, abrogate (delegate, permit)
88. **Remonstrate** : censure, protest (agree, laud)
89. **Remnant** : residue, piece (entire, whole)
90. **Sycophant** : parasite, flatterer (devoted, loyal)
91. **Superficial** : partial, shallow (profound, discerning)
92. **Subvert** : demolish, sabotage (generate, organise)
93. **Substantial** : considerable, solid (tenuous, fragile)
94. **Subsequent** : consequent, following (Preceding, Previous)

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95. **Stain** : blemish, tarnish (honour, purify)
96. **Scanty** : scarce, insufficient (lavish, multitude)
97. **Sarcastic** : ironical, derisive (courteous, gracious)
98. **Shrewd** : cunning, crafty (simple, imbecile)
99. **Stupor** : lethargy, unconsciousness (sensibility, consciousness)
100. **Squalid** : dirty, filthy (tidy, attractive)
101. **Sporadic** : intermittent, scattered (incessant, frequent)
102. **Solicit** : entreat, implore (protest, oppose)
103. **Sneer** : mock, scorn (flatter, praise)
104. **Slander** : defame, malign (applaud, approve)
105. **Shabby** : miserable, impoverished (prosperous, thriving)
106. **Saucy** : impudent, insolent (modest, humble)
107. **Tyro** : beginner, learner (proficient, veteran)
108. **Trivial** : trifling, insignificant (significant veteran)
109. **Trenchant** : assertive, forceful (feeble, ambiguous)
110. **Transient** : temporal, transitory (lasting, enduring)
111. **Tranquil** : peaceful, composed (violent, furious)
112. **Timid** : diffident, coward (bold, intrepid)
113. **Temperate** : cool, moderate (boisterous, violent)
114. **Tedious** : wearisome, irksome (exhilarating, lively)
115. **Taciturn** : reserved, silent (talkative, extrovert)
116. **Taboo** : prohibit, ban (permit, consent)
117. **Throng** : assembly, crowd (dispersion, sparsity)
118. **Tumultuous** : violent, riotous (peaceful, harmonious)
119. **Utterly** : completely, entirely (deficiently, incompletely
120. **Usurp** : seize, wrest (restore, compensate)
121. **Uncouth** : awkward, ungraceful (elegant, graceful)
122. **Umbrage** : resentment, bitterness (sympathy, goodwill)

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123. **Vulgar** : inelegant, offensive (elegant, civil)
124. **Vouch** : confirm, consent (repudiate, prohibit)
125. **Volatile** : light, changing (heavy, ponderous)
126. **Vicious** : corrupt, obnoxious (noble, virtuous)
127. **Venerable** : esteemed, honoured (unworthy, immature)
128. **Vanity** : conceit, pretension (modesty, humility)
129. **Valour** : bravery, prowess (fear, cowardice)
130. **Vagrant** : wanderer, roaming (steady, settled)
131. **Vigilant** : cautious, alert (careless, negligent)
132. **Valid** : genuine, authentic (fallacious, deceptive)
133. **Veteran** : ingenious, experienced (novice, tyro)
134. **Venom** : poison, malevolence (antidote, benevolent)
135. **Waive** : relinquish, remove (impose, clamp)
136. **Wary** : cautious, cirumspect (heedless, negligent)
137. **Wane** : decline, dwindle (ameliorate, rise)
138. **Wilt** : wither, perish (revive, bloom)
139. **Wield** : use, employ (forgo, avoid)
140. **Wan** : pale, faded (bright, healthy)
141. **Wicked** : vicious, immoral (virtuous, noble)
142. **Wed** : marry, combine (divorce, separate)
143. **Yoke** : connect, harness (liberate, release)
144. **Yield** : surrender, abdicate (resist, protest)
145. **Yearn** : languish, crave (content, satisfy)
146. **Yell** : shout, shriek (whisper, muted)
147. **Zest** : delight, enthusiasm (disgust, passive)
148. **Zenith** : summit, apex (nadir, base)
149. **Zeal** : eagerness, fervour (apathy, lethargy)
150. **Zig-zag** : oblique, wayward (straight, unbent)

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3.7 One Word Substitution Exercise

Here is a list of some popular words which are explained as follows.

Ballad	A short narrative poem - adopted for writing and singing.
Ballistics	Science dealing with the motion of projectile like rockets bombs and shells.
Balmaccan	A type of man's overcoat.
Barbarism	Mixed Language
Barometer	An apparatus used for measuring the atmospheric pressure.
Bellicose	Ready to fight.
Benefactor	Kindly helper. One who makes a request or endowment.
Benevolent	Kind hearted
Bevy	Group of girls or women larks. Flocks of quail.
Bibliographer	One who writes big books.
Bibliography	A list of books with details of authorship, editions, subject etc.
Bibliophile	A lover book
Biblophile	One who loves the study of books.
Bifurcate	Divided into two branches.
Bigamy	The crime of having two life partners at a time.
Bilingual	Spoken or written in two languages.
Biography	Life of a person written by somebody.
Biologist	One who studies the science of animals and plants.
Biota	Animal and plant life of a religion or period.
Black Box	An apparatus which records the fight data of an aeroplane and is also a voice recorder.

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Blackbinding	Kidnapping for selling into slavery.
Blasphemer	One who speakes evil - Impcous one - irrevirent one.
Blood Transfusion	The process the transfusing blood of one person into blood stream of another person.
Boat Wrighter	Wagon maker
Bolo	Large single - adged military knife – Machete
Botanist	One who studies the science of plants
Boycott	To abstain from buying or using
Boycott	Unite to punish a person from association.
Brettle	Easily broken
Buccal	Of the check of the sides of the mouth.
Bureaucracy	A gout in which the whole power is vested in officials.
Butcher	One whose business to a slaughter cattle for food.
Bygamist	One who has two wives.
Caries	Dental decay
Craniology	Describe the habits, merits and demerits of a man by seeing his skull craniologist.
Carnivore	Flesh eater - dogs - cats - lions etc
Carnivorous	An animal that eats human flesh.
Carrion	Dead and putrefying flesh
Catastrophe	Denotes the last stage of a tragedy.
Celibate	One who resolved not to marry.
Centipede	An insect with many legs.
Chagrin	Vexation from humiliation or disappointment.
Chandelier	Candle maker - Merchant - Dealer in supplies and provisions.

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Chemotherapy	Controls of infections by chemicals.
Chiaroscuro	Distribution of light and shade in a picture.
Choronology	Arrangements of events according to dates or times of occurrence.
Chronologer	One who writes the details of transactions which made in a country.
Chronometer	An instrument kept on board ship for measuring accurate time.
Cinematograph	It contains a series of lenses arranged to throw on screen an enlarged image of photography
Circumlocution	A round about way of speaking.
Clarify	Make clear.
Classic	That which is acclaimed as an excellent work.
Clio	Greek muse of history.
Coalesce	Grow into one - Blend - unite - fuse.
Coercion	Intimidation by threat or duress - forceful - compulsion.
Coeval	Of the same age or duration - Contemporary with.
Cognomen	Surname or nickname.
Colleagues	Those who work in the same department.
Comatose	In a coma - Lacking energy - Lethargic.
Comely	Pleasing in appearance - fair - pretty.
Commutator	Device for reversing direction of electrical current.
Compensation	Money given for requisitioned property.
Concentric	Having the same centre.
Conflagrate	Combustible - flammable – inflammable
Connoisseur	Me who is well versed in any subject a critical judge of any art particularly fine arts.

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Contagious Disease	A disease which spreads by contact.
Contemporary	A man living in the same age with another.
Contemporary	One who lives at the same time of another
Continent	Restrained in regard to desires or passion - especially to sexual desires.
Convalescence	The gradual recovery from illness.
Converge	To meet in a point (Rays & illness).
Cooper	Maker of casks or barrels.
Copy-right	Exclusive right to publish a book.
Coral reef	A chain of rocks laying at or near the sea.
Cosmopolitan	One who is free from national limitations.
Costegate	Correct by punishing.
Creditor	One to whom a debt is owing.
Credulity	Trust without proper evidence readiness to believe.
Credulous	A person who readily believes others.

Some more one word substitution for your quick reference :

1. **Audience** : a number of people listening to a lecture.
2. **Altruist** : one, who considers the happiness and well-being of others first.
3. **Atheist** : a person who does not believe in God.
4. **Anthropologist** : one, who studies the evolution of mankind
5. **Autocracy** : government by one person.
6. **Autobiography** : the life history of a person written by himself
7. **Amputate** : to cut off a part of a person's body which is infected
8. **Arsenal** : a place for ammunition and weapons
9. **Archives** : a place where government or public records are kept
10. **Amateur** : a man who does a thing for pleasure and not as a profession
11. **Aristocracy** : government by the nobles

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12. **Aquatic** : animals/plants ere which live in water
13. **Amphibian** : animals which live both on land and sea
14. **Ambidexter** : one, who can use either hand with ease
15. **Alimony** : allowance paid to wife on legal separation
16. **Anthology** : a collection of poems
17. **Abdication** : voluntary giving up of throne in favour of someone
18. **Arbitrator** : a person, appointed by two parties to solve a dispute
19. **Astronomer** : a person, who studies stars, planets and other heavenly bodies
20. **Astrologer** : a person who studies the influence of heavenly bodies on human beings
21. **Anthology** : a collection of poems
22. **Axiom** : a statement which is accepted as true without proof
23. **Agenda** : a list of headings of the business to be transacted at a meeting
24. **Anarchist** : one who is out to destroy all governance, law and order
25. **Almanac** : an annual calendar with positions of stars
26. **Bigamy** : the practice of having two wives or husbands at a time
27. **Bibliophile** : a lover and collector of books
28. **Bouquet** : a collection of flowers
29. **Bureaucracy** : government by the officials
30. **Belligerent** : a person, nation that is involved in war
31. **Biennial** : an event which happens once in two years
32. **Blasphemy** : the act of speaking disrespectfully about sacred things
33. **Crèche** : a nursery where children are cared for while their parents are at work
34. **Cosmopolitan** : a person who regards whole world as his country
35. **Chauffeur** : one who is employed to drive a motor car
36. **Curator** : a person in charge of a museum
37. **Carnivorous** : one who lives on flesh
38. **Cannibal** : one who feeds on human flesh
39. **Contemporaries** : belonging to or living at the same time

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40. **Cloak room** : a place for luggage at railway station
41. **Cynosure** : centre of attraction
42. **Connoisseur** : a critical judge of any art and craft
43. **Crusade** : a religious war
44. **Choreographer** : one who teaches dancing
45. **Cacographist** : a person, who is bad in spellings
46. **Calligraphist** : a person, who writes beautiful handwriting
47. **Cynic** : one who sneers at the aims and beliefs of his fellow men
48. **Convalescent** : one who is recovering health
49. **Cavalry** : soldiers, who fight on horse back
50. **Cardiologist** : a person, who is specialist in heart diseases
51. **Cartographer** : one who draws maps
52. **Dormitory** : the sleeping rooms with several beds especially in a college or institution
53. **Drawn** : a game that results neither in victory nor in defeat
54. **Elegy** : a poem of lamentation
55. **Epitaph** : words which are inscribed on the grave or the tomb in the memory of the buried
56. **Ephemeral** : lasting one day
57. **Effeminate** : a person who is womanish
58. **Emigrant** : a person who leaves his own country and goes to live in another
59. **Edible** : fit to be eaten
60. **Egotism** : practice of talking too much about oneself
61. **Encyclopaedia** : a book that contains information on various subjects
62. **Epicure** : one, who is devoted to the pleasure of eating and drinking
63. **Florist** : one who deals-in flowers
64. **Fastidious** : one who is very -selective in one's taste
65. **Fanatic or Bigot** : one who is filled with excessive and mistaken enthusiasm in religious matters
66. **Fatal** : causing death
67. **Fatalist** : one who believes in fate

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68. **Facsimile** : an exact copy of handwriting, printing etc.
69. **Fauna** : the animals of a certain region
70. **Flora** : the plants of a particular region
71. **Fratricide** : murder of brother
72. **Fugitive** : one who runs away from justice or the law
73. **Fragile** : easily broken
74. **Feminist** : one who works for the welfare of the women
75. **Granary** : a place for grains
76. **Genocide** : murder of race
77. **Gregarious** : animals which live in flocks
78. **Hangar** : a place for housing aeroplanes
79. **Hive** : a place for bees
80. **Horticulture** : the art of cultivating and managing gardens
81. **Homicide** : murder of man
82. **Hearse** : a vehicle which is used to carry a dead body
83. **Hedonist** : one who believes that pleasure is the chief good (sensual)
84. **Horizon** : a line at which the earth and the sky seem to meet
85. **Honorary** : holding office without any remuneration
86. **Heretic** : one who acts against religion
87. **Herbivorous** : one who lives on herbs
88. **Insolvent/Bankrupt** : a person who is unable to pay his debts
89. **Inaudible** : a sound that cannot be heard
90. **Inaccessible** : that cannot be easily approached
91. **Incorrigible** : incapable of being corrected
92. **Irreparable** : incapable of being repaired
93. **Illegible** : incapable of being read
94. **Inevitable** : incapable of being avoided
95. **Impracticable** : incapable of being practised
96. **Immigrant** : a person who comes to one country from another in order to settle there

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97. **Invincible** : one, too strong to be overcome
98. **Indelible** : that cannot be erased
99. **Incognito** : travelling under another name than one's own
100. **Indefatigable** : one who does not tire easily
101. **Infallible** : one who is free from all mistakes and failures
102. **Invigilator** : one who supervises in the examination hall
103. **Itinerant** : one who journeys from place to place
104. **Infirmary** : a home or room used for ill or injured people
105. **Infanticide** : murder of an infant
106. **Infantry** : soldiers, who fight on foot
107. **Inflammable** : liable to catch fire easily
108. **Interregnum** : a period of interval between two reigns or governments
109. **Kennel** : a place for dogs
110. **Lunatic asylum** : a home for lunatics
111. **Lexicographer** : one who compiles a dictionary
112. **Loquacious** : one who talks continuously
113. **Linguist** : one who is skilled in foreign languages
114. **Lapidist** : one who cuts precious stones
115. **Misanthrope** : a hater of mankind
116. **Misogamist** : one who hates marriage
117. **Mortuary** : a place, where dead bodies are kept for post mortem
118. **Mercenery** : working only for the sake of money
119. **Matricide** : murder of mother
120. **Martyr** : one, who dies for a noble cause
121. **Maiden speech** : the first speech delivered by a person
122. **Mint** : a place where coins are made
123. **Misogynist** : a hater of womankind
124. **Morgue** : a place, where dead bodies are kept for identification
125. **Mammals** : animals which give milk
126. **Monogamy** : the practice of marrying one at a time

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127. **Missionary** : a person, who is sent to propagate religion
128. **Numismatics** : the study of coins
129. **Namesake** : a person having same name as another
130. **Nostalgia** : a strong desire to return home, home sickness
131. **Novice or Tyro** : one, new to anything, inexperienced
132. **Narcotic** : a medicine for producing sleep
133. **Optimist** : a person who looks at the brighter side of things
134. **Orphan** : one, who has lost parents
135. **Omnipresent** : one who is present everywhere
136. **Omnipotent** : one who is all powerful
137. **Omniscient** : one who knows everything
138. **Opaque** : that which cannot be seen through
139. **Obituary** : an account in the newspaper of the funeral of the one deceased
140. **Orphanage** : a home for orphans
141. **Obstetrician** : one who is skilled in midwifery
142. **Ostler** : one who looks after horses at an inn
143. **Omnivorous** : one who eats everything
144. **Pessimist** : a person who looks at the darker side of things
145. **Potable** : fit to drink
146. **Post mortem** : an examination of dead body
147. **Philanthropist** : a lover of mankind
148. **Patricide :** murder of father
149. **Philatelist** : one who collects stamps
150. **Plagiarism** : literary theft or passing off an author's original work as one's own
151. **Polygamy** : the practice of marrying more than one wife at a time
152. **Polyandry** : the practice of marrying more than one husband at a time
153. **Philogynist** : a lover of womankind
154. **Plebiscite** : (a decision made by) votes of all qualified citizens
155. **Philanderer** : one who amuses himself by love making

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156. **Philistine** : one who does not care for art and literature
157. **Plutocracy** : government by the rich
158. **Pseudonym** : an imaginary name assumed by an author for disguise
159. **Posthumous** : a child born after the death of his father or the book published after the death of the writer.
160. **Panacea** : a remedy for all diseases.
161. **Paediatrician** : a person, who is specialist in child diseases
162. **Platitude** : ordinary remarks often repeated
163. **Pedant** : one who makes a vain display of his knowledge
164. **Polyglot** : one who speaks many languages
165. **Paleography** : the study of ancient writing
166. **Posse** : a number of policemen called to quell a riot
167. **Parole** : pledge given by a prisoner for temporary release, not to escape
168. **Pedestrian** : one who goes on foot
169. **Portable** : that can be carried easily
170. **Quarantine** : an act of separation from other persons to avoid infection
171. **Rhetoric** : the art of elegant speech or writing
172. **Regicide** : murder of King or Queen
173. **Sacrilege** : violating or profaning religious things/places
174. **Sculptor** : one who cuts in stones
175. **Suicide** : murder of oneself
176. **Stable** : a place for horses
177. **Somnambulist** : a person, who walks in sleep
178. **Somniloquist** : a person, who talks in sleep
179. **Souvenir** : a thing kept as a reminder of a person, place or event
180. **Swan song** : the last work (literary) of a writer
181. **Sot, Toper** : one who is a habitual drunkard
182. **Sinecure** : a job with high salary but little responsibility
183. **Stoic** : a person, who is indifferent to pleasure and pain and has control over his passions
184. **Sanatorium** : a place for the sick to recover health

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185. **Sororicide** : murder of sister
186. **Triennial** : an event which happens once in three years
187. **Truant** : a person/student who absents himself from class or duty without permission
188. **Teetotaller** : one who does not take any intoxicating drink
189. **Transparent** : that which can be seen through
190. **Theocracy** : government by religious principles
191. **Uxorious** : one extremely fond of one's wife
192. **Utopia** : an imaginary perfect social and political system
193. **Uxoricide** : murder of wife
194. **Verbatim** : repetition of speech or writing word for word
195. **Volunteer** : one who offers one's services
196. **Virgin** : a woman who has no sexual experience
197. **Versatile** : interested in and clever at many different things
198. **Veteran** : one who has a long experience of any occupation
199. **Venial** : a fault that may be forgiven
200. **Wardrobe** : a place for clothes

The situation in which the words in a sentence match each other according to the rules of grammar, for example when the verb is plural because the subject of the sentence is plural.

3.8 Solved University Questions

Q. 3.8.1 : Fill in the blanks :
(i) He is one of the men who does/do the work. (Select the correct option)
(ii) What's the time ___ your watch? (Fill in the blank with the correct preposition) .
MU - May 2013, 2 Marks

Ans. :

(i) He is one of the men who does/do the work.

does

(ii) What's the time ___ your watch?

on

Q. 3.8.2 : Do as directed : Use any two sets of words to form a single sentence :
(i) Dessert – desert
(ii) Stationary – stationery
(iii) Principal – principle
MU - Dec. 2013, 3 Marks

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Ans. :

(i) This sweet dish Mango dessert is very popular in this Dubai desert safari.

(ii) The bus which is full of stationary and raw material is stationary at Vile Parle bus depot.

(iii) Our college Principal is very strong in her ethics and principles of education.

Q. 3.8.3 : Give synonyms : (i) Cherish (ii) Ideal (iii) Labyrinth.

MU - Dec. 2013, 1 Mark

Ans. :

(i) Cherish : treasure

(ii) Ideal : role model

(iii) Labyrinth : complicated

Q. 3.8.4 : Fill in the blanks (with the words given below the sentences)
Many ecologists are concerned that the "green house effect" is changing many of the earth's _____ weather patterns into _____ systems unable to be accurately forecast by those who study them.
(Clarity, jargon, passive voice, predictable, uncanny, chaotic, growing, erratic, attitude, break, accuracy, brevity, its, their, implies, induces.)

MU - May 2014, 1 Marks

Ans. :

Clarity, Predictable, Uncanny, Accuracy, Brevity, their

Q. 3.8.5 : Do as directed :

(i) He took a _____ (loan/lone) from the bank. (Choose the correct word).

(ii) The test was _____ than I thought. (Use the correct comparative form of "ease".

(iii) The ____ of the passengers caused confusion. (Choose the correct form of the underlined word).

MU - Dec. 2014, 1 Mark

Ans. :

(i) loan (ii) easier (iii) arrival

Q. 3.8.6 : Give one word for the following :

(i) A place in which people are confined to or kept in as punishment for a crimes.

(ii) A compulsory contribution from one's income imposed by the government.

(iii) The presence of harmful substances in the environment that affect health.

MU - Dec. 2014, 2 Marks

Ans. :

(i) Jail (ii) Tax (iii) Pollutants

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Review Questions

Q. 1 Describe importance of grammar.

Q. 2 Explain how grammar is useful in real world.

Q. 3 List and explain some grammatical mistakes?

Q. 4 Define concord. Explain it.

Q. 5 Give Synonym of following :

1. Lure 2. Lunacy 3. Knave 4. Mollify

Q. 6 Give antonym of following :

1. Overwhelm 2. Novice 3. Oracular 4. Protract

3.9 University Questions and Answers

May 2013

Q. 1(A) Fill in the blanks :

(i) He is one of the men who does/do the work. (Select the correct option)

(ii) What's the time ___ your watch? (Fill in the blank with the correct preposition) .

(Q. 3.8.1) **(2 Marks)**

Dec. 2013

Q. 5(a) Do as directed : Use any two sets of words to form a single sentence :

(i) Dessert – desert (ii) Stationary – stationery (iii) Principal – principle

(Q. 3.8.2) **(3 Marks)**

Q. 5(c) Give synonyms : (i) Cherish (ii) Ideal (iii) Labyrinth **(Q. 3.8.3)** **(1 Mark)**

May 2014

Q. 1(b)(i) Fill in the blanks (with the words given below the sentences)

Many ecologists are concerned that the "green house effect" is changing many of the earth's _____ weather patterns into _____ systems unable to be accurately forecast by those who study them.

(Clarity, jargon, passive voice, predictable, uncanny, chaotic, growing, erratic, attitude, break, accuracy, brevity, its, their, implies, induces.)

(Q. 3.8.4) **(1 Mark)**

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Dec. 2014

Q. 1(d) Do as directed :

(i) He took a _____ (loan/lone) from the bank. (Choose the correct word).

(ii) The test was _____ than I thought. (Use the correct comparative form of "ease".

(iii) The ___ of the passengers caused confusion. (Choose the correct form of the underlined word).**(Q. 3.8.5)** **(1 Marks)**

Q. 5(c) Give one word for the following :

(i) A place in which people are confined to or kept in as punishment for a crimes.

(ii) A compulsory contribution from one's income imposed by the government.

(iii) The presence of harmful substances in the environment that affect health.

(2 Marks)

(Q. 3.8.6)

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Module 4

CHAPTER 4

Summarization and Comprehension

Syllabus

Summarization and Comprehension: Passages to test the analytical skills and expression.

Syllabus Topic : Comprehension : Passages to Test the Analytical Skills and Expression

4.1 Reading Comprehension

- Reading is a psycho-linguistic guessing game. **Comprehension is understanding a written text.** Understanding a text means extracting the required information from it as efficiently as possible.

Francoise Grellet

Reading comprehension skills separates the "**passive**" unskilled reader from the "**active**" readers. Skilled readers don't just read, they interact with the text.

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Characteristics of proficient readers

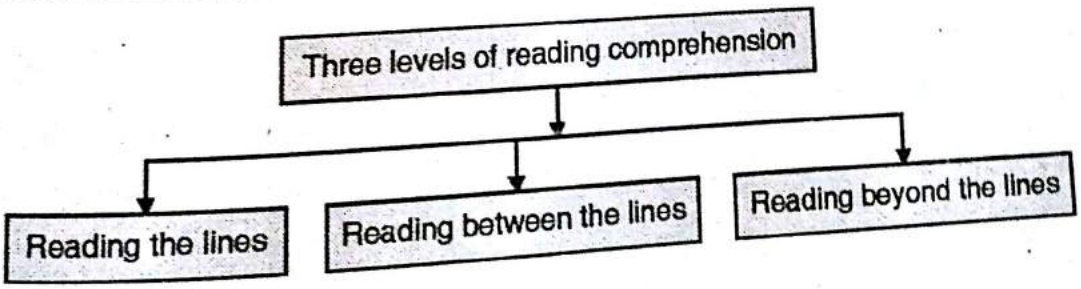
There are some distinguished characteristics of proficient readers.

- Predict what will happen next in each write up using clues presented in text.
- Comprehend the main idea, message or plot of the text understanding of the sequence, context or characters.
- Clarify parts of the text which have confused them.
- Connect the events in the text to prior knowledge or experience.
- Imagine your immediate boss has just handed you an important document to read and tells you he expects a summary of the material on his desk by tomorrow. You look and see it is written in a language totally foreign to you.
- After your initial confusion, you may try to make some sense of it and scan the document. While you may be able to phonetically decipher the words and sound them out, that's where your "reading" would end. You would not have any idea what the words you just read meant. How would you feel? Upset ? Discouraged?

4.2 Goal of Reading

- Obviously, this is an extreme example but sadly, majority of the senior managers of today's corporate world experience the same type of frustration every day.
- The employees don't possess adequate **reading comprehension** skills to do what is expected of them.
- Without comprehension, reading is a meaningless activity following words on a page from left to right while sounding them out.
- The main objective is to derive some understanding of what the writer intends to convey and make use of that information – whether for factual information, learning a new skill or an aesthetic reading.
- That's why reading comprehension skills are so crucial.

4.3 Three Levels of Reading Comprehension



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1. **Reading the Lines**

   This reading involves decoding of the language structures and the symbols. This is just a literal reading.

2. **Reading Between the Lines**

   This reading goes beyond the superficial reading wherein the reader tries to decipher the hidden or the intended meaning of the words.

3. **Reading Beyond the Lines**

   Reader tries to understand the meaning of the text by applying his experiences, knowledge, cultural cues and develops a wholesome approach towards life.

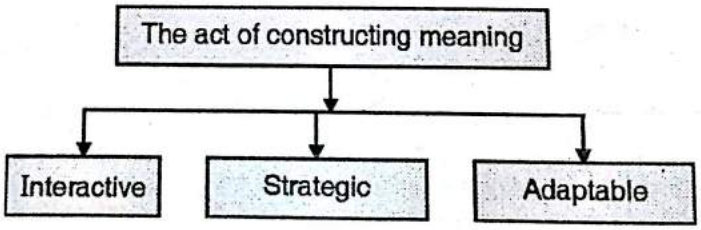
Reading is a multifaceted process that develops only with practice. There are certain aspects of reading, such as fluency and word recognition, which can be learned in a few years. These basics must be mastered but at the same time comprehension of the given text should be emphasized in the process.

Students can parrot words on a page all day long but if they don't have the necessary comprehension skills they will not be able to comprehend the central idea, monitor their understanding of content, sequence or characters, clarify confusing parts of the text, or connect what they are reading to their own experience or prior knowledge. And that is what true comprehension is all about. The ability to understand completely and be familiar with a situation, facts, etc.

4.4 Cognitive Science

- In the field of reading, several cognitive scientists focused their attention on how readers construct meaning as they read. From these studies an entirely new concept emerged about what is reading.
- According to the new concept, **reading is a complex phenomenon of constructing meaning to the given text.**

The act of constructing meaning



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1. **Interactive**
   - It involves not just the reader but also the text and the context in which reading takes place.
2. **Strategic**
   - Readers have a definite purpose for their reading and use a variety of strategies for the construct meaning.
3. **Adaptable**
   - Readers change the strategies they use as they read different kinds of text and for their own use.

While cognitive science research was producing valuable information about comprehension processes, reading education researchers were reporting important findings about what comprehension instruction looks like in the most effective reading classrooms.

4.5 Good Readers

- One way that researchers have studied what good readers do, is often, to ask them to think aloud as they read. From these studies, researchers have determined that the seemingly insignificant activity described as "good reading" is made up of a set of highly complex, well-developed and well-practiced skills and abilities.
- Before reading, good readers tend to set goals for their reading. They understand the structure, or organization of the context and often create a mental overview or outline of the text.
- During reading, good readers read words accurately and quickly and simultaneously deal with the meanings of those words - as well as the meanings of the phrases and sentences into which the words are grouped.
- Good readers connect the meaning of one sentence to the meaning of another. If something is confusing to them, they use their background knowledge to try to clarify the meanings of words and phrases.
- Sometimes good readers interact with the text by asking themselves questions about its content and reflecting on its ideas.

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- Good readers are selective as they read. They are likely to focus more of their attention on the parts of the text that are most closely tied to their reading goals.
- They in the process, decide what is most important to what is least important.
- As they read, good readers often make inferences. They may draw on their background knowledge or look for clues in the text to supply information about characters or events that the author has not provided directly.
- Some good readers may also create mental images or visualize a setting.
- Good readers monitor their comprehension as they read. When they realize that they do not understand what they are reading, they apply procedures to "repair" or "fix-up" their lack of understanding. They rearrange and restructure a passage in their own words,
- In addition, good readers engage in metacognition as they read. Cognition refers to mental functions such as remembering, focusing attention and processing information.
- Metacognition refers to people's awareness of their cognition; that is, their thoughts about their own thinking.
- From an array of possibilities, for example, readers with metacognitive awareness are able consciously and automatically to select the appropriate comprehension strategies for use with a particular text.
- The ability to understand completely and be familiar with a situation, facts, etc.

4.6 Description of Comprehension Passages

The Reading Comprehension passages have academic content and style and include topics from a variety of fields including arts, sciences, social sciences, etc.

4.6.1 Helpful Testing Hints for Comprehension

- More than 50% of the time, the main idea of a passage is reflected in the first sentence of the paragraph.
- Sometimes the main idea or topic sentence comes at the end of the paragraph and on occasion, anywhere in the paragraph. They may not be stated at all, but simply implied.

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- Make a habit of reading the opening and closing statement of each paragraph.
- After having done with the reading it is best to introspect about it.
- Ask these questions to yourself :
  - What is this passage all about?
  - What does the passage mainly discuss?
  - With what topic is the passage mainly concerned?
  - Which of the following does the passage mainly discuss?

4.6.2 Pay Attention to Signal Words and Phrases

They help you understand the relationship between the ideas within a paragraph(s).

- **Cause-and-effect words :** as a result, therefore
- **Time words :** meanwhile, before
- **Contrast words :** in contrast, conversely
- **Addition words :** also, in addition
- **Emphasis words :** more important, remember

Note : Watch for questions that test your knowledge of the relationships between the topic and the supporting ideas. Understand definitions, recognize examples, understand explanations, find similar or unlike characteristics of two things or whatever, learn what produces a result and what its effects are?

4.6.3 Comprehension Passage

- Go over the passages with familiar subjects. Then read the passages whose topics are less familiar.
- Description of the types of questions tested in the comprehension passages.
- Main idea questions test your understanding of the whole passage rather the individual parts.
- Specific detail questions are based on the supports presented in the reading. Scan the passage to spot the key words for the specific details.

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- Some specific detail questions are negative and are singled by the words **NOT,EXCEPT,MOST**and**LEAST**.If you cannot find the correct answer for negative specific details, eliminate the choices given in the reading and choose the choice that remains as the correct response.
- Inference questions ask you to draw a logical conclusion from what you read in the passage. The answers to these types of questions are not explicitly stated.
- Language expression questions include pronouns and vocabulary questions.
- **Pronoun questions** ask you to spot the correct antecedent or noun to which the pronoun refers to. To locate the correct answer to these types of questions,concentrate on the sentence(s) before and a few sentences after the pronoun appears.
- **Vocabulary questions** ask you the meaning of a word or phrase within the context of the passage.
- Questions about the organization of the passage, the author's point of view, analogy, or the following paragraph are not as common as the other types.

Sample Passage

The sugar maple is a hard maple tree. It can grow as tall as 100 feet and as wide as 4 feet. The sugar maple is commercially valued for its sap, which is used in the making of maple syrup. Two north-eastern states, Vermont and New York, Rank as major producers of maple syrup. In Canada, Quebec's annual syrup production surpasses 2.5 million gallons. To make pure maple syrup, holes are made in the trunk of the tree at the end of the winter or in early spring. The water like sap seeps through the holes and runs through a plastic spout that is put into the hole. Afterward, the collected sap is transferred into tubes that are hooked up to a tank kept in the sugar house. Then the sap goes through the boiling process boiling enhances the flavour as well as adding colour to the sap. Once the sugar content of the sap is about 65-66%, the sap is ready to be strained

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and marketed. The maple syrup found in the supermarkets, however, is usually not pure and has other additives. The colour of pure maple may range from golden honey to light brown. Between 35 to 50 gallons of sap are needed to produce 1 gallon of maple syrup. Also, popular for strength and finish of its wood, the sugar maple tree has been put to use in furniture, interior woodwork, flooring, and crates.

1. **What is the main purpose of the passage?**

   (A) To examine the economic viability of a tree

   (B) To list a number of the major producers of maple syrup

   (C) To provide information on how maple syrup is made

   (D) To emphasize the use of the maple lumber in furniture and other products

   - This is a general inference question. Most of the passage explains the technique used for making maple syrup.
   - The best answer is (C). The choice (A) is inaccurate. The choices (B) and (D) are both specific details but not the main idea of the passage.

2. **For which of the following words does the author provide a definition?**

   (A) The sugar maple (line 1)

   (B) A tank (line 9)

   (C) Additives (line 13)

   (D) Furniture (line 16)

   - This specific detail question tests your understanding of a definition. Only the sugar maple (line 1) is defined.The choices (B), (C), and (D), even though mentioned in the passage, are not defined.

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3. According to the passage, which of the following periods is ideal for sapping?

(A) Late January through April

(B) May to late July

(C) August to early October

(D) Early November to late December

- This is a specific detail question. Based on the information in the passage, sapping takes place at the end of the winter and in early spring. Therefore, (A) is the best answer.

4. Where in the passage does the author first mentions the consistency of the sap?

(A) Lines 6-8

(B) Line 9

(C) Lines 10-11

(D) Lines 14-15

- This specific detail question directs you to the exact line and asks for the first occurrence of the word.
- These types of questions are relatively easy to locate. The correct response is (A). Pay attention that numbers are always in ascending order.

5. All of the following is true about boiling EXCEPT.

(A) It enhances the color.

(B) It improves the flavor.

(C) It increases the sugar content.

(D) It reduces the shelf life of the syrup.

- This specific detail question is negative. In order to answer it correctly, eliminate all the choices A, B, and C that are used in the paragraph; therefore, (D) is the correct choice.

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6. **What can be inferred about the production of maple syrup?**
   (A) It is rather simple, but time-consuming.
   (B) It is labor intensive.
   (C) Its processing demands complicated equipment.
   (D) The higher the volume, the less predictable the quality is.
   - This question tests your inference ability. The answer to the question is not directly stated in the passage. (A) is the best answer.
   - The production technique is quite straightforward, but it takes time. The producers have to depend on the natural flow of the sap.

7. **In line 11, the phrase "to be strained" could best be replaced by**
   (A) To be tried
   (B) To be purified
   (C) To be filtered
   (D) To be solidified
   - This is a language expression question. The question is based on the closest synonym for the phrase "to be strained."
   - Even though all the choices are grammatically sound, (C) is the most logical choice according to the context.

8. **In lines 13-14, what is the author's purpose in mentioning "golden honey to light brown"?**
   (A) To provide a visual description
   (B) To make the reading more technical
   (C) To illustrate the difference in quality
   (D) To persuade the reader to buy the product
   - This inference question asks the author's purpose. The passage is non-technical; therefore, the choice (B) is inaccurate.
   - The choice (C) is incorrect because the difference in quality is not a concern of the passage. The choice (D) is incorrect considering the author is not persuading the reader to buy any specific product. Therefore, the best choice is (A).

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9. The word "its" in line 15 refers to

(A) Sap

(B) Maple syrup

(C) Color

(D) The sugar maple tree

- This is a language expression question as well. This type of question always gives you the line number, so it is easy to locate. The correct answer is based on the antecedent, the noun to which the pronoun refers.
- Reading the sentence, we notice that "its" is a possessive pronoun which refers to the noun phrase, the sugar maple tree; therefore, (D) is the correct choice.

10. The relationship between the wood and the maple tree is similar to the relationship between

(A) A vase and a bouquet of flowers

(B) A painter and a canvas

(C) A novel and a writer

(D) An inlet and a sea

- This analogy question tests your understanding of the relationship between the ideas. These types of questions need attention. The analogy here is the relationship between a part and a whole.
- The choice (A) shows the relationship between cut flowers and a vase. The choice (B) shows the relationship between the performer and the tool. (C) is incorrect because it indicates the relationship between a creator (writer) and the work created (novel). (D) is the correct choice.
- The relationship between an inlet (a part) and a sea (a whole) is similar to the relationship between the wood (a part) and the maple tree (a whole).

11. Which of the following would best describe the organization of the passage?

(A) A persuasive argument in favor of the maple syrup industry is advanced.

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(B) A comparison and contrast between pure and commercial maple syrup is made.

(C) A cause and effect analysis of the maple syrup production is presented.

(D) A step-by-step explanation of how maple syrup is made is given.

- This question tests your understanding of how the author organises the information in the passage.
- Most of the passage explains a step-by-step process of how maple syrup is made; thus, the correct choice is (D). The author does not attempt to convince the reader; consequently, the choice (A) is not true.
- The passage neither expresses the causes of the maple syrup production nor lists the similarities between pure and commercial maple syrup; therefore, the choices (B) and (C) are incorrect.

12. **The following paragraph will probably discuss**

(A) Ways to eradicate diseases attacking maple trees

(B) Other uses of the sugar maple tree

(C) Marketing plans for import distribution

(D) The diversity of the ecosystem

- This is an inference question. Based on the conclusion we can draw from the passage; the correct choice is (B). Since the sugar maple tree's popularity for strength and finish of its wood is mentioned at the end of the passage, it makes sense to know something about its other uses.
- The choices (A), (C), and (D) cannot be inferred from the passage.
- At least two or three vocabulary or phrase questions. These questions are based on the meaning of the vocabulary or the phrase within the context of the passage.
- Sometimes these questions test your understanding of the meaning of a complicated sentence or an important comment or idea expressed in a paragraph.

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4.7 Effective Ways to Improve Your Vocabulary

- Here is a smart technique!! when you do not know the meaning of a given word, look for the prefix and suffix information, and you can easily then crack its meaning. Study the common prefix list to increase your knowledge of a word.
- For e.g. "nourished" means having proper nourishment. "***Malnourished***" means improper nourishment.
- The prefix "mal" means bad or improper. In addition, learning common suffixes can be an extremely helpful tool for the acquisition of new words.
- For instance, suffixes can help you with the understanding of different parts of speech: nouns, adjectives, adverbs, and verbs. If you add the suffix "ment" to the verb ***develop***, the new word ***development*** is a noun. Further, if you decide to add the suffix "al" to the noun ***development***, the new word ***developmental*** is an adjective.
- The best way to increase your vocabulary is to study 15-20 new words a day. Write the new word and its pronunciation on the front of a three by five-inch index card; on the back, write the definition of the word and the sentence in which you saw the word.
- Keep reviewing your index card pile and adding new vocabulary. Before long, you will have a rich assortment of words.

4.7.1 Tackle the Vocabulary

- Be careful with word choice that has the prefix clue, which can be a distract or rather than the correct response. The prefix "ex" means "out," but the word "***extension***" is not a synonym for "***exterior***."

The **exterior** of modern churches lacks typical Gothic architectural features.

(A) Appearance

(B) Outside

(C) Extension

(D) Facade

The correct choice is (B).

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- Do not study unusual or technical words related to specific fields of study such as chemistry, biology, geology, and physics.
- The vocabulary in the reading comprehension section includes only general words that have synonyms.
- Definitions of minerals, animals, planets, chemicals, plants, etc. are not tested. Other types of words labeled as Slang, Informal, Nonstandard, Rare, Vulgar, Poetic, and Archaic are not tested.

4.7.2 Helpful Testing Hints for Vocabulary

- If you do not know the meaning of a word or a phrase, read the entire sentence because the sentence may provide you a useful hint or a clue.
- The sentences used before or after the sentence in which the word or phrase appears often supply clues to the meaning of the word or phrase. The following example shows this point.
- Although mint hybrids are infertile, true mints can be **propagated** from seeds.

  (A) Reproduced

  (B) Selected

  (C) Planted

  (D) Derived

- Pay attention to the context clue and construction of this sentence. The information in the dependent clause is in contrast with the information in the independent clause.
- The word ***infertile*** means barren, something that cannot reproduce, while the word ***propagate*** means reproduce; therefore, the correct response is (A).
- To be careful while choosing the correct answer based on its grammatical form. All the possible answers have the same grammatical form.
- For instance, if the vocabulary is a phrasal, all the answers will be phrasal, but the correct answer does not necessarily have the same preposition. Look at the example.

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Coral, a gem stone, is related to living plants.

(A) Compatible with

(B) Partial to

(C) Accompanied by

(D) Associated with

The correct response is (D). Even though (B) has the same preposition, it is not the correct answer. ***Associated with*** is the appropriate synonym for ***related to.***

- If you do not know the answer, guess. You will not lose any points for guessing.

Passage 1

	The railroad was not the first institution to impose regularity on
	society, or to draw attention to the importance of precise
	timekeeping. For as long as merchants have set out their wares at
	daybreak and communal festivities have been celebrated, people
Line (5)	have been in rough agreement with their neighbors as to the time of
	day. The value of this tradition is today more apparent than ever.
	Were it not for public acceptance of a single yardstick of time,
	social life would be unbearably chaotic: the massive daily transfers
	of goods, services, and information would proceed in fits and
Line(10)	starts; the very fabric of modern society would begin to unravel.

Example I

What is the main idea of the passage?

(A) In modern society, we must make more time for our neighbours.

(B) The traditions of society are timeless.

(C) An accepted way of measuring time is essential for the smooth functioning of society.

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(D) Society judges people by the times at which they conduct certain activities.

The main idea of the passage is that societies need to agree about how time is measured in order to function smoothly. Therefore, you should choose answer C.

Example II

In line 6, the phrase "this tradition" refers to

(A) The practice of starting the business day at dawn

(B) Friendly relations between neighbours

(C) The railroad's reliance on time schedules

(D) People's agreement on the measurement of time

The phrase "this tradition" refers to the preceding clause, "people have been in rough agreement with their neighbours as to the time of day." Therefore, you should choose answer D.

Passage 2

Read the following Passage and Find Out Answer Keys on Your Own After Comprehending the Given Paragraph.

Dolphins are regarded as the friendliest creatures in the sea and stories of them helping drowning sailors have been common since Roman times. The more we learn about dolphins, the more we realize that their society is more complex than people previously imagined.

They look after other dolphins when they are ill, care for pregnant mothers and protect the weakest in the community, as we do. Some scientists have suggested that dolphins have a language but it is much more probable that they communicate with each other without needing words. Could any of these mammals be more intelligent than man?

Certainly, the most common argument in favor of man's superiority over them that we can kill them more easily than they can kill us is the least satisfactory. On the contrary, the more we discover about these remarkable creatures, the less we appear superior when we destroy them.

1. **It is clear from the passage that dolphins**

(A) Don't want to be with us as much as we want to be with them

(B) Are proven to be less intelligent than once thought

(C) Have a reputation for being friendly to humans

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(D) Are the most powerful creatures that live in the oceans

(E) Are capable of learning a language and communicating with humans

2. **The fact that the writer of the passage thinks that we can kill dolphins more easily than they can kill us**

(A) Means that they are better adapted to their environment than we are

(B) Shows that dolphins have a very sophisticated form of communication

(C) Proves that dolphins are not the most intelligent species at sea

(D) Does not mean that we are superior to them

(E) Proves that Dolphins have linguistic skills far beyond what we previously thought

3. **One can infer from the reading that**

(A) Dolphins are quite abundant in some areas of the world

(B) Communication is the most fascinating aspect of the dolphins

(C) Dolphins have skills that no other living creatures have such as the ability to think

(D) It is not usual for dolphins to communicate with each other

(E) Dolphins have some social traits that are similar to those of humans

Syllabus Topic : Summarization : Passages to Test The Analytical Skills and Expression

4.8 Summary

- Writing a good summary is not as easy as it may appear. The major problem with this is that students think it as a no- Brainer activity. Many students even professionals take their summary skills for granted.
- But the fact remains that teaching summarizing is no small undertaking. It requires quite a bit of matriculation and finesse.
- This summary skill technique is useful for students, writers, engineers, teachers, soft skills trainers for everyone in the industry.
- Summary skills are required for passing various competitive exams, MBA entrance exams, research scholarship or fellowship.

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- Also in today's fast paced world reading an EXECUTIVE SUMMARY of a business report is a very good instrument for busy CEO s and managing directors.
- In such cases a report writer should be well versed with the art of condensation and writing of executive summary.

4.8.1 Summarisation

- Summarization is the restating of the main ideas of the text in as crisp way as possible. It can be done in writing, orally. It can also be done through artistic forms like through drama, art, music also through communication exercises etc. in groups and individually.
- It is a technique that enables students to focus on key words and phrases of an assigned text that are worth noting and remembering. We strip away the extra verbiage and extraneous incidences and focus on the heart of the matter.
- We try to find those words and phrases that, still manage to capture the gist of what we've read.
- There is extensive research that shows that summarization is among the top nine most effective teaching strategies in the history of education (Marzano, Pickering, and Pollock, 2001).
- Teachers, professors, trainers, facilitators who start a lesson by summarizing the main points in their session and end by having students summarize their learning often see gains in the retention of the material.
- Several summarization techniques have been provided.
- **First the student must read and comprehend the text**. This consists of unpacking big sentences and decoding challenging vocabulary. **Then they must identify main ideas and key points**, which means that they must have a good understanding of the text to distinguish between essential and nonessential components.

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- **Finally, they must express this information in their own words.** This means that summarizing a text requires both comprehension and expression skills.
- Additionally, as per the Common Core State Standards, summaries should not contain opinions, background knowledge, or personal information; rather, a summary should be entirely text based.
- After years of learning to make connections between the text and themselves, students must be retrained to keep themselves out of their writing in regards to summaries.

4.8.2 Tips for Writing Summary

One can master these 5 useful tips to write good summaries :

1. Understand first what You're Summarizing
   - Determine the main points the author is making.
   - Predict the main points prior to reading the text.
2. Briefly Re-summarize the Text
   - Reread content to ensure main points are understood.
   - Highlight key text.
3. Condense the Main Concepts
   - After rereading text, mentally summarize the main points made by the author.
   - Identify topic sentences.
   - Develop topic sentences for paragraphs lacking them.
4. Check New Summaries for Completeness
   - It is important to ask yourself is your summary complete? Check for details that should be included within summaries.
   - Remove repetitive and irrelevant information.
5. Finalize and Edit Summaries
   - When numerous details are condensed into a summary, it often does not flow well. Add transitional language to improve flow.

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- Flow can also be improved by shortening long paragraphs.
- Ensure your summary does not too closely mimic the author's work you're summarizing.

4.8.3 Samples for Summary Writing

Q. Write a summary on how one can adapt to university or college life.

Count yourself lucky if you get an opportunity to study abroad. However, there are those who are afraid to leave the comfort of home for fear they cannot fit into the new environment.

It is not difficult to adapt to a new place if you know what to do and what to look out for. When you are overseas, you will encounter many new things and experiences. You might even need to adopt certain practices which may be totally different from yours. It would be easier for you if you keep an open mind. However, while keeping an open mind is important, you must know what's right for you, what your values are and stick to them. You also need to be disciplined, as you are now left very much on your own and are responsible for your own self.

Whenever possible, if i does not interfere with your studies, have fun and take part in the activities that your university offers. Nonetheless, make sure you are able to manage your social life and your studies. Prioritize on what's most important and make sure you are able to balance everything.

Answer

You will easily fit into a university or a college by keeping an open mind as you will be encountering new experiences. However, you must stick to your values. You also need to be disciplined as you are responsible for yourself. To have fun, get involved in campus activities. Nevertheless, set your priorities right as you need to balance everything. (60 words)

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Passage 1

Buying things today is so simple. Just enter a shop, say a book store, choose the desired book and pay for it. Long ago, before the invention of money, how did people trade?

The most primitive way of exchange should be the barter trade. In this form of transaction, people used goods to exchange for the things that they had in mind. For instance, if person A wanted a book and he had a spare goat, he must look for someone who had the exact opposite, that is, that someone, say person B, must have a spare book of person A's choice and is also in need of a goat. Having found such a person, the problem does not end here. A big goat may worth not only one book, hence person B may have to offer person A something else, say five chickens. However, he runs the risk of person A rejecting the offer as he may not need the chickens. The above example clearly illustrates the inefficiency of **barter** trading.

Many years later, the cumbersome barter trade finally gave way to the monetary form of exchange when the idea of money was invented. In the early days, almost anything could qualify as money: **beads**, shells and even fishing hooks. Then in a region near Turkey, gold coins were used as money. In the beginning, each coin had a different denomination. It was only later, in about 700 BC, that Gyges, the king of Lydia, standardized the value of each coin and even printed his name on the coins.

Monetary means of transaction at first beat the traditional barter trade. However, as time went by, the thought of carrying a **ponderous** pouch of coins for shopping appeared not only troublesome but thieves attracting. Hence, the Greek and Roman traders who bought goods from people faraway cities, invented checks to solve the problem. Not only are paper checks easy to carry around, they discouraged robbery as these checks can only be used by the person whose name is printed on the notes. Following this idea, banks later issued notes in exchange for gold deposited with them. These bank notes can then be used as cash. Finally, governments of today adopted the idea and began to print paper money, backed by gold for the country's use.

Today, besides enjoying the convenience of using paper notes as the mode of exchange, technology has led man to invent other means of transaction too like the credit and cash cards.

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Answer

Long ago, people bought things through barter trade. However, the difficulty of having to look for the right partner and dividing the goods led people to switch over to monetary transaction. at first, beads, shells and fishing hooks were used as money. Near Turkey, gold coins with irregular denominations were used for trade. Later, King Gyges standardized the individual coin value. People soon found carrying coins around for shopping troublesome and thieves courting. Hence, merchants started to issue checks with names of the users on them to discourage robbery. Following that, banks started to issue cash notes in return for gold deposited with them. Finally, adopting the idea, today, governments printed paper money backed by gold for the country's usage. (119 words)

Passage 2

"Have you started the fire?" shouted my mum from the kitchen. "Yes!" I replied, feeling frustrated after having some difficulties in starting the fire with charcoal. It is the eve of the annual Dragon Boat Festival again and my mum is busy making **dumplings**. She has specifically chosen to cook the dumplings with charcoal, claiming that the rice will then be uniformly cooked and fragrant. I still prefer to use the gas cooker. "It's just more convenient and cleaner too!" grumbling helplessly, I stared at both of my soiled hands.

Fanning the hot stove, I watched my mum lower down two strings of dumplings. "Stay put and watch over them. Mind the time too!" She instructed sternly, knowing what a fantastic daydreamer I am. Feeling bored only minutes after she had left, my mind starts to wonder about. Reminiscing the life back at home town, I recalled myself popping over at Uncle Chin's charcoal manufacturing factory frequently when I was a child. Being **inquisitive**, I would always ask Uncle Chin questions which sometimes were repetitive. What an irritating kid I had been?

Charcoal was made by burning woods in a charcoal-kiln. Uncle Chin's charcoal kiln was about fifteen feet tall and it had an arched cross-sectional opening. Clay made, the top of the kiln was always covered with attap leaves. The daily charcoal-making work was well divided among the workers. Every morning, the workers took turns to collect mangrove woods from the nearby swamps. Upon returning, they sawed the wood into appropriate lengths to fit the kiln. Uncle Chin would then stack the pieces of woods vertically in the kiln. When the kiln was full, the fire would be started and the woods were burnt from the top, downwards, just like a burning joss stick.

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Staying by the kiln, Uncle Chin would explain that the fire must not be red hot; otherwise, the wood pieces would be reduced to ashes. Instead, a slow, greenish fire should be maintained for the wood to be sufficiently **smouldered**.

"Uncle Chin, then, how do we maintain such an appropriate fire?" As usual, I would continue my endless questions.

"It's all through experience..." With a grin on his face, Uncle Chin recalled how he was scolded by his teacher for not being able to judge the appropriate hotness of the fire.

The aroma of the cooked dumplings brought me back to the present. "Oops! Time's up. Mum, the dumplings are ready?" I shouted in excitement, waiting to try one of the mouth-watering dumplings.

Answer

Uncle Chin's workers took turns to collect mangrove woods for charcoal making at a nearby swamp every morning. After returning, they sawed the woods into smaller pieces. Then Uncle Chin would stack the woods vertically into a fifteen-feet tall, clay charcoal kiln. The charcoal kiln was used to make charcoal and it had an arched opening into which wood pieces were inserted. After all the piling, the stacked woods were burnt from the top, downwards. The fire cannot be too strong as the woods would be over burnt. Instead, a slow, greenish fire should be maintained so that the woods would be sufficiently smouldered. It all takes an experienced man to judge the appropriateness of the fire. (114 words)

- **Dumpling :** A small ball of dough(flour and water mixed together) cooked and eaten with meat and vegetables.
- **Inquisitive :** Wanting to discover as much as you can about things.
- **Smolder :** To burn slowly with smoke but without flames.

4.9 Solved University Questions

Passage 4.9.1 : Read the following passage and answer the questions following the passage. For multiple choice questions write only the option you consider correct; answer the open-ended questions in your own words. **MU - May 2011**

If you are not in the grip of avarice, you will choose a profession that appeals to you as the means of self-expression and social service, even if you cannot earn much money by it. Your daily duty is not just money -making drudgery; it is your contribution to social progress and the path of personal development. How sad

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must be the lot of the man or woman who must do uncongenial work simply for the sake of more money ! I know a younger professor who loved literature passionately and taught it admirably; but his salary was small, and he became a lawyer in order to secure a larger income. I tell you that man was guilty of a crime and he will not be happy as a lawyer, though he may be a little more comfortable, a little better fed and dressed and lodged. A musician who is born a violinist can never be personally happy or socially useful as a prosperous merchant or stock-broker, as he will miss the violin all the time. Avarice puts round men in square jobs and square men in round jobs. At present many persons in all classes, rich and poor, are unhappy and restless because their daily work is not interesting. It does not provide an outlet for their creative impulse and the insistent urge of personality. Therefore, don't ask in youth, "How can I earn the biggest salary ?" Ask rather, "How can I truly be happy and do most good to society ?" Then you may have less money, but you will have more of life and joy.

1. A man can choose a profession through which he can express himself and serve others. **(1 Mark)**

   a) Only when he doesn't earn a big salary
   b) When he joins an N.G.O. or a social service group
   c) When he is not motivated by greed
   d) When he is a good communicator

Ans. : b)

2. The author considers the lawyer guilty of a crime because **(1 Mark)**

   a) As a lawyer, he must have committed crimes
   b) He has traded his passion for money
   c) He doesn't have the capacity to be happy
   d) He was not a successful lawyer

Ans. : b)

3. In the second sentence, the word drudgery is closest in meaning to : **(1 Mark)**

   a) Consuming drugs b) Plodding
   c) Pleasure d) Business

Ans. : d)

4. Why are most of the people unhappy at present ? **(2 Marks)**

Ans. : Because their daily work is not interesting. It does not providethem any ventilation for their creative inputs and the compelling urge of personality.

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5. Who are the misplaced persons according to the writer? **(2 Marks)**

Ans. : Those who trade their passion or liking for comfort and luxury. Those who donot listen to inner voice for happiness but follow apath which gets them more money.

6. What is the advice of the writer to the youth ? **(2 Marks)**

Ans. : 1. Ask yourself. what is my passion? 2. What will make me truly happy?

7. Give a suitable title to the above passage and write a summary of it in about 105 words. **(6 Marks)**

Ans. : Title to above passage : Happiness a key to success.

Summary

Your daily duty need not be just money making business. But it is your contribution to social philanthropy and the path of personal development. many persons in various strata are unhappy and restless because their daily work lacks the passion. It does not provide an outlet for their creativity and the intense liking. So in your young times always focus on happiness rather than money. Social outreach and community service will offer you true joy.

Passage 4.9.2 : Read the following passage and answer the questions given below : **MU - Dec. 2011**

Leading investors have joined the growing chorus of concern about government and companies rushing into producing biofuels as a solution for global warming, saying that many involved in the sector could be jeopardising future profits if they do not consider the long-term impact of what they are doing carefully.

It is essential to build sustainability criteria into the supply chain of any green fuel project in order to ensure that there is no adverse effect on the surrounding environmental and human rights campaigners are worried that this will lead to destruction of rain forests. Food prices could also go up as there is increased competition for crops as both foodstuffs and sources of fuel. Last week, the UN warned that biofuels could have dangerous side effects and said that steps need to be taken to make sure that land converted to grow biofuels does not damage the environment or cause civil unrest. There is already great concern about palm oil, which is used in many foods in addition to being an important biofuel, as rain forests are being cleared in some countries and people driven from their homes to create palm oil plantations.

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An analyst and author of the investors' report says that bio-fuels are not a cure for climate change but they can play their part as long as governments and companies manage the social and environmental impacts thoroughly. There should also be greater measure taken to increase efficiency to reduce demand.

(a) Choose the correct alternatives : **(3 Marks)**

1) ——are worried about the boom in biofuels.

i) Few people ii) Many people iii) Only leading investors

Ans. : ii)

2) Environmentalist believes that increased production of corn and soya———

i) has destroyed rain forest.

ii) may lead to the destruction of rain forest.

iii) will lead to the destruction of rain forest.

Ans. : iii)

3) The author of the report says that biofuels————

i) have no role to play in fighting global warming.

ii) can be effective in fighting global warming on their own.

iii) should be part of a group of measures to fight global warming.

Ans. : iii)

(b) Why are environmental and human rights campaigners worried? **(2 Marks)**

Ans. : They opine that this will lead to destruction of rain forests. Food prices could also go up as there is increased competition for crops as both foodstuffs and sources of fuel

(c) Comment on the investor's report on biofuels. **(2 Marks)**

Ans. : An analyst and author of the investors' report says that bio-fuels are not a cure for climate change but they can play their part as long as governments and companies manage the social and environmental impacts thoroughly.

(d) Use the following words and form a new sentence : **(2 Marks)**

i) jeopardise ii) efficiency

Ans. :

(i) By changing your jobs frequently like this you are jeopardizing your future.

(ii) Efficiency in work is an important concept at a work place

(e) Write a summary of about 150 words of the above passage. Give a suitable title. **(6 Marks)**

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Ans. :

Leading investors have echoed genuine concern about government and companies rushing into producing biofuels as a solution for global warming. It is essential to build sustainability criteria into the supply chain of any green fuel project in order to ensure that there is no adverse effect on the surrounding environmental. Un has put a warning that one must ensure that land converted to grow biofuels does not damage the environment or cause civil unrest. Bio-fuels are not a solution for climate change but they can play their part as long as governments and companies manage the social and environmental impacts thoroughly.

Passage 4.9.3 : Read the following passage and answer the questions given below : **MU - May 2012**

After inventing dynamite, Swedish – born Alfred Nobel became a very rich man. By 1865 his factory in Krummel near Hamburg, Germany, was exporting nitro-glycerine explosives to other countries in Europe, America and Australia. Over the years, he founded factories and laboratories in some 90 different places in more than 20 countries. Although he lived in Paris much of his life he was constantly traveling. Victor Hugo at one time described him as "Europe's richest vagabond". Intensive work and travel did not leave much time for a private life. At the age of 43 he was feeling like an old man. At this time, he advertised in a newspaper "Wealthy, highly-educated elderly gentleman seeks lady of mature age, versed in languages, as secretary and supervisor of household". The most qualified applicant turned out to be an Austrian woman, Countess Bertha Kinsky. After working a very short time for Nobel she decided to return to Austria to marry Count Arthu von Suttner. In spite of this Alfred Nobel and **Bertha von Suttner** remained friends and kept writing letters to each other for decades. Over the years, Bertha von Suttner become increasingly critical of the arms race. She wrote a famous book, Lay Down Your Arms, and became a prominent figure in the peace movement. No doubt this influenced Alfred Nobel when he wrote his final will which was to include a Prize for persons or organizations who promoted peace.

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Nobel foresaw the universally destructive powers of dynamite and preferred not to be remembered as the inventor of this explosive; so, in 1895, he created a fund to be used for awarding prizes to people who had made worthwhile contributions to humanity. Originally, there were five awards : literature, physics, chemistry, medicine, and peace. Economics was added in 1968, 67 years after the first awards ceremony.

Nobel's original legacy of nine millions dollars was invested, and the interest on this sum is used for the awards, which varies from $ 30,000 to $ 125,000. The executors of his will were two young engineers, Ragnar Sohlman and Rudolf Lilijequist. They set about forming the NobelFoundation as an organization to take care of the financial assets left by Nobel for this purpose and to coordinate the work of the Prize-Awarding institutions. This was not without its difficulties since the will was contested by relatives and questioned by authorities in various countries.

Every year on December 10, the anniversary of Nobel's death, the awards (gold medal, illuminated diploma, and money) are presented to the winners. Several years after the death of Alfred Nobel, the Norwegian Storting (Parliament) decided to award the **1905 Nobel Peace Prize** to Bertha von Suttner. Some people are of the opinion that politics plays an important role in the judges' decisions. Many of the award have come as surprises. Americans, who have won numerous science awards, have won relatively few literature prizes. Some people have won two prizes but this is rare; others have shared their prizes.

Q. 1 The word **foresaw** in line one of paragraph 2 is nearest in meaning to **(1 Marks)**

(a) Prevailed (b) Postponed (c) Prevented (d) Predicted.

Ans. : (d)

(1 Marks)

Q. 2 The Nobel Prize was established in order to

(a) Recognize worthwhile contributions to humanity.

(b) Resolve political differences

(c) Honour the inventor of dynamite

(d) Spend money.

Ans. : (a)

(1 Marks)

Q. 3 In which area have the Americans received the most awards ?

(a) Literature (b) Peace (c) Economics (d) Science.

Ans. : (d)

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Q. 4 All of the following statements are true except : (1 Marks)

(a) Awards vary in monetary value.

(b) Ceremonies are held on December 10 to commemorate Noble's invention.

(c) Politics plays an important role in selecting the winners.

(d) A few individuals have won two awards.

Ans. : (a)

Q. 5 In how many fields are prizes bestowed ? (1 Marks)

(a) 2 (b) 5 (c) 6 (d) 10

Ans. : (a)

Q. 6 It is implied that Nobel's profession was in _____ (1 Marks)

(a) Economics (b) Medicine (c) Literature (d) Science

Ans. : (d)

Q. 7 How much money did Nobel leave for the prizes ? (1 Marks)

(a) $ 30,000 (b) $ 155,000

(c) $9,00,000 (d) $ 125,000

Ans. : (c)

Q. 8 What is the main idea of this passage ? (1 Marks)

(a) Alfred Nobel became very rich when he invented dynamite

(b) Alfred Nobel created awards in six categories for contributions to humanity

(c) Alfred Nobel left all of his money to science.

(d) Alfred Nobel made a lasting contribution to mankind.

Ans. : (b)

Q. 9 The word 'legacy' in line one of the third paragraph is closest in meaning to (1 Marks)

(a) Legend (b) Bequest

(c) Prize (d) Debt

Ans. : (c)

Q. 10 Summarize the above passage in about 150 words and give a suitable title to it. (6 Marks)

Ans. :

After inventing dynamite, Swedish – born Alfred Nobel became a very rich man. By 1865 his factory in Krummel near Hamburg, Germany, was exporting nitro-glycerine explosives to other countries. He used to travel constantly across

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the globe. An Austrian woman, Countess Bertha Kinsky worked as a secretary for some time and later on when she shifted back to Austria to marry Arthu von Suttner. They both communicated to each others through letter writing.

Every year on December 10, the anniversary of Nobel's death, the awards (gold medal, illuminated diploma, and money) are presented to the winners.

Nobel foresaw the universally destructive powers of dynamite and preferred not to be remembered as the inventor of this explosive. Politics plays an important role in the judges' decisions.

Passage 4.9.4 : Read the passage given below and answer the questions that follow :

MU - Dec. 2012

To be a good teacher, you need some of the skills of a good actor. You must be able to hold the attention and interest of your audience; you must be a clear speaker with a strong pleasant voice which you can control well. You must be able to act what you are teaching in order to convey its full meaning.

Watch a good teacher and you will see that she does not sit motionless before the class. She stands most of the time, she walks about, she uses her arms, hands and fingers to help in explanations, and her face to express feelings. Listen carefully, and you will hear the quality, the tone and the rhythm of the voice changing according to what she is speaking about.

Though the teacher needs and has some of the gifts of a good actor, it does not follow that the teacher can necessarily perform well on the stage. There are some important differences between the teacher's work and the actor's work. The actor has to speak words which he has learnt by heart, and repeat exactly the same words every time he plays that part. Even his movements and action and expressions are fixed. What he has to do is to make these previously learnt words and actions appear natural on stage.

A good teacher works quite differently. Her audience has to take an active part in the play; they ask and answer questions; if they do not understand something they ask for explanation. So teacher has to suit her act to the needs of the audience which is the class. She cannot learn her part by heart; she has to invent as she goes along.

Many teachers who do a fine job in the classroom cannot act on the stage because their brains refuse to be limited to the words and part written by someone else and learnt by heart.

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(a)(i) What skills of the actor does a teacher need ? **(2 Marks)**

Ans. : You must be able to hold the attention and interest of your audience; you must be a clear speaker with a strong pleasant voice which you can control well. You must be able to act what you are teaching in order to convey its full meaning.

(a) (ii) How does a good teacher use her voice while teaching ? **(2 Marks)**

Ans. : A teacher uses her voice as a strong yet a perfectly soothing and a pleasant tone.

(a) (iii) How does a teacher's audience participate in the "play" ? **(2 Marks)**

Ans. : They ask and also answer questions. If they do not understand they will ask for an explanation may be in different style.

(a) (iv) What does an actor have to do with his part when he is on the stage ? **(2 Marks)**

Ans. : He has to act and speak those dialogues which are pre-decided by someone else.he has to repeat same actions every time.

(b) Summaries the passage in your own words and provide a suitable title. **(6 Marks)**

Ans. :

Title of the passage : Teaching a Performance.

To be a good teachers you need some of the skills of a good actor. It's a performance where a teacher makes effective use of his body language and voice modulation. Teacher has to suit her act to the needs of the audience which is the class. An actor has his movements fixed but a teacher keeps evolving as her lecture proceeds and therefore every teacher maynot be a good actor.

Passage 4.9.5 : Read the following passage carefully and answer the questions given below : **MU - May 2013**

Terrol-Tech

From the ever-evolving computer industry to the introduction and widespread popularity of the internet, from the various electronic gadgets cars to spacecraft's, the world of technology is seemingly endless. Techno logy is a powerful tool in this modern era, and it has the capability to influence society for its betterment, as well as destruction. Terrorism, by far, is the worst reason for which technology can be utilized: unfortunately, however, technology has helped terrorism to grow by leaps and bounds. It has helped terrorism in both actual and cyber terrorism. It takes only a glance at the complex making and build-up of an 'explosive or bomb to realize that yes; technology has had a worldwide impact on terrorism.

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Thus we know that, on One hand, in the long run, terrorism nowadays is based mainly on different types of technology, Manufacturing hi-tech gadgets illegally, that too on a daily basis, using the internet as hub to meet, discuss and plan attacks with fellow terrorists breaking (hacking) into government data systems to wreck havoc are only some of the ways in which terrorists utilize technology. Even now, every Indian shudders when the thought of the 26/11 attacks come to mind, when the whole of Mumbai lost many of her loved ones, including army personnel, police officers, women and children. One question, keeps staring at us in the face "How did a bunch of young boys keep an entire city under siege? "The answer lies only in one word - technology. By using sophisticated weapons and gadgets, even a dozen young boys were able to terrorize us. Another example is of the train blasts .that happened in ·Mumbai few years back. News reports state that [he bomb inside the train was activated using P. cell phone.

Conversely, if advancing technology supports the growth of terrorism, it also means that the government has better ways to' defend the country/state against terrorism. Hi-end security measures, such as CCTV cameras, infrared detection, video messages regarding solely for the purpose of reporting unidentified / suspicious objects, are all ways in which government can defend the country and combat terrorist by foiling their plans, Bomb squads, Bull et- proof jackets are· many other ways for police and law enforcement officers to fight terrorism effectively.

Whether technology affects the future of terrorism in both the aforementioned ways, is quite clear. As technology advances, it will propei the ways and means of terrorism. Nevertheless, it will also enable the government to take better, stringent measures to protect the people against terrorist. 11 simply is the question of who will prevail first. And that, in its entirety, is a very scary thought.

1. Why is technology described as a powerful tool in the passage ? **(1 Mark)**

Ans. : Technology is a powerful tool in this modern era because it has the capability to influence society for its betterment as well as destruction. **(1 Mark)**

2. How has technology helped terrorism ?

Ans. : Manufacturing hi-tech gadgets illegally on a daily basis, using the internet as hub to meet, discuss and plan attacks with fellow terrorists breaking (hacking) into government data systems to wreak havoc are only some of the ways in which terrorists utilize technology.

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3. How do terrorists utilize technology ? (1 Mark)

Ans.: By using sophisticated weapons and gadgets, even a dozen young boys were able to terrorize us.

4. What are the good uses of technology ? (1 Mark)

Ans. : Hi-end security measures, such as CCTV cameras, infrared detection, video messages regarding solely for the purpose of reporting unidentified / suspicious objects, are all ways in which government can defend the country.

5. Give one word for :extensively far-reaching (1 Mark)

Ans. : Confusion chaotic and destruction, detrimental

Passage 4.9.6 : Read the following passage and answer questions given below it : **MU - Dec. 2013, 5 Marks**

Communication is part of our everyday life. We greet one another, smile or frown, depending on our moods. Animals, too, communicate in the same way, much to our surprise. Just like us, interaction among animals can be both verbal or non- verbal.

Singing is one way in which animals can interact with one another. Male black-birds often use their melodious songs to catch the attention of the females. These songs are usually rich in notes variation, encoding various kinds of messages. Songs are also used to warn and keep off other blackbirds from their territory, usually a place where they dwell and reproduce.

Large mammals in oceans sing, too, according to adventurous sailors. Enormous whales groan and grunt while smaller dolphins and porpoises produce pings, whistles and clicks. These sounds are surprisingly received by other mates as far as several hundred kilometers away.

Besides singing, body language also forms a large part of animals' communication tactics. Dominant hyenas exhibit their power by raising the fur hackles on their necks and shoulders, while the submissive ones normally surrender to the powerful parties by crouching their heads low and curling their lips a little, revealing their teeth in friendly smiles.

Colours, which are most conspicuously found on animals, are also important means of interaction among animals. Male birds of paradise, which have the most gaudy coloured feathers often hang themselves upside down from branches, among fluffing plumes displaying proudly their feathers, attracting the opposite sex. The alternating black and white striped coats of zebras have their roles to play too. Each zebra is born with a unique set of stripes which enables its mates to recognise them. When grazing safely, their stripes are all lined up neatly, so

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that none of them loses track of their friends. However, when danger such as a hungry lion approaches, the zebras would dart out in various directions, making it difficult for the lion to choose his target. Insects, such as the wasps, armed with poisonous bites or stings, normally have brightly painted bodies to remind other predators of their power. Hoverflies and harmless insects also make use of this fact and colour their bodies brightly in an attempt to fool their predators into thinking that they are as dangerous and harmful as the wasps.

(i) How is singing used by animals ?

Ans. : Male black-birds often use their melodious songs to catch the attention of the females. These songs are usually rich in notes variation, encoding various kinds of messages.

(ii) How long can a whale's grunt be heard in the ocean ?

Ans. : These sounds are surprisingly received by other mates as far as several hundred kilometers away.

(iii) How do zebras react to the danger of an attacking lion ?

Ans. : When danger such as a hungry lion approaches, the zebras would dart out in various directions, making it difficult for the lion to choose his target.

(iv) How do dominant hyenas exhibit their power ?

Ans. : Dominant hyenas exhibit their power by raising the fur hackles on their necks and shoulders, while the submissive ones normally surrender to the powerful parties

(v) Which animals / birds have been mentioned in the above passage having gaudy colours ?

Ans. : Male birds of paradise, which have the most gaudycoloured feathers often hang themselves upside down

Passage 4.9.7 : Read the following passage and answer the questions given below :

MU - May 2014, 5 Marks

If popularity is the benchmark of capability, the 'dirty' fuel is now measuring up to it. Diesel had been a loser for long, trying to catchup with gasoline in terms of efficiency and performance. It was much- maligned by rattling technology and noisy operations. Now after decades, diesel cars have taken over the Indian market leaving petrol- fired cars behind. For the first half of 2010, the Indian auto market witnessed a spurt in the sales of diesel propelled cars. So much so in India's premium segment- from Maruti Swift to the BMW 7 series category 59% of the 6. 88 lakh units sold in the first half of 2010 were diesel powered. The percentage is even higher than Europe, where the market is evenly divided between both the fuels. Auto companies in India attribute this change to technology advancements that have given diesel higher fuel efficiency and better pick up. Historically the sales of diesel driven cars had plummeted due to high maintenance costs and premium pricing.

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The gradual change has now become a major determining factor for the success and failure of new cars. The verdict is clearly in favour of diesel- driven cars, customers are pleasantly surprised by the clear advantage of instant acceleration and higher torques offered by modern diesel engines, even as petrol is trying to catch up on the technological changes.

For Indians with deep pockets, it is the luxury car segment running on diesel that is most popular. Consider this of the 446 cars in the BMW 7 series, Audi B and Mere 5 Class models, sold in the first six months of 2010, 79% had diesel engines. Indian customers prefer cheaper diesel models which provide better acceleration and return on investment. The times are not far away when diesel will be the strongest portfolio across all segments. The diesel strategy has paid Toyota rich dividends. In the premium Sports Utility Vehicle (SUV) segment , its diesel Fortuner, launched last year, has ended the domination of competitive models like the erstwhile segment leaders, Honda's CRY and Mitsubishi outlander that are only available in petrol versions.

The preference for diesel is particularly noticeable in premium cars, priced above Rs 4 lakh and luxury sedans and SUVs in the Rs 1 crore bracket. The affinity for diesel also follows the introduction of the much acclaimed common rail injection (crdi) technology that was first launched in 2002 by Hyundai in its ascent sedan. Sharp- injector based fuel technology allowed diesel to burn much faster with learner operations, leading to higher fuel efficiency and faster accelerations. Over the years, several modifications in diesel technology have been taken up by auto companies. Even entry - level cars made by Indian companies like Mahindra's Scorpio And Tata Motors' Indica now come loaded with modern diesel engines based on the crditechnology,that was once the domain of high-priced cars.

Answer the following questions by choosing the right options.

(1) The author in this passage attempts to establish which of the following?

(a) The diesel cars these days are not only attractive but also costly.

(b) Modern day diesel cars are economic as well as attractive.

(c) In future, diesel cars are likely to become a dominant force in the Indian market.

(d) Indians are pleasantly surprised by the clear advantage of having a diesel car.

Ans. : (c)

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(2) With which of the following is the author most likely to disagree?
(a) Though diesel cars are becoming attractive, they are not as efficient as petrol cars.
(b) Indian customers prefer diesel models which provide better acceleration.
(c) Now diesel cars are more popular than petrol cars in India.
(d) The companies that produce only petrol versions are losing their domination in the market.

Ans. : (a)

(3) In the author's view, the preference for diesel cars in the Indian auto market is due to which of the following?
(a) Recession has made Indian customers wary of expensive petrol- driven car.
(b) Technological advancements have helped diesel cars become more efficient and economical.
(c) Diesel cars have rich dividends to offer to the customers.
(d) Today, the number of diesel cars produced far exceeds the number of petrol cars produced.

Ans. : (b)

(4) The phrase 'Indians with deep pockets ..."suggest which of the following
(a) Indians who are rich
(b) Indians who are more inclined towards buying petrol cars.
(c) Indians who are more inclined towards buying diesel cars.
(d) Indians who prefer utility to luxury while purchasing a car.

Ans. : (a)

(5) Give synonyms for spurt, acclaimed.

Ans. :Spurt : Rise , **Acclaimed** : Proven

(6) Give antonyms for acceleration, domination.

Ans.: Acceleration : Sluggish, **Domination :** Submission

Passage 4.9.8 : Read the following passage and answer the questions given below :

MU - Dec. 2014, 6 Marks

It was once believed that being overweight was healthy, but nowadays few people subscribe to this viewpoint. While many people are fighting the battle to lose weight, studies are being conducted concerning the appetite and how it is controlled by both emotional and biochemical factors. Some of the conclusions of these studies may give insights into how to deal with weight problems. For example, when several hundred people were asked about their eating habits in times of stress, 44 percent said they reacted to stressful situations by eating. Further investigations with both humans and animals indicated that it is not food that relieves tension but rather the act of chewing.

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A test in which subjects were blindfolded showed that obese people, have a keener sense of taste and crave more flavorful food than people who are not extremely overweight. When deprived of variety and intensity of tastes, obese people are rarely satisfied and consequently eat more to fulfill this need. Also, blood samples taken from people after they were shown a picture of food revealed that overweight people reacted with an increase in blood insulin, a chemical associated with appetite. This did not happen to average-weighted people.

In another experiment, results showed that certain people have a specific, biologically induced hunger for carbohydrates. When people eat carbohydrates, the level of serotonin, a neurotransmitter in the brain, rises. Enough serotonin produces a sense of satiation, and as a result, their hunger for carbohydrates subsides.

Exercise has been recommended as an important part of a weight-loss program. However, it has been found that mild exercise, such as using the stairs instead of the elevator, is better in the long run taken taking on a strenuous program, such as jogging, which many people find difficult to continue over long periods of time and which also increases appetite.

Choose the right options :

(i) What is the main purpose of the passage ?

(a) To discuss the health problems caused by being overweight

(b) To recommend a weight-loss program for the obese

(c) To help overweight people overcome their eating problem

(d) To present research into the factors causing obesity

Ans.: (d)

(ii) The author mentions people's eating habits during times of stress to show that

(a) Overweight people are tense

(b) Thin people don't eat when under stress

(c) A large percentage of people deal with stress by eating

(d) 56 percent of the population isn't overweight

Ans. : (c)

(iii) The word "crave" in paragraph 2 is closest in meaning to:

(a) Devour (b) absorb (c) season (d) desire

Ans. : (d)

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(iv) Paragraph 2 supports which of the following conclusions ?
(a) Thin people don't enjoy food as much as overweight people do
(b) A variety of foods and strong flavors satisfy heavy people
(c) Overweight people have an abnormal sense of taste
(d) Deprivation of food makes people fat.

Ans. : (d)

(v) According to the passage
(a) insulin increases in the bloodstream when people eat large amounts of food.
(b) insulin can be used to lessen the appetite
(c) insulin causes a chemical reaction when food is seen
(d) insulin levels don't change in average-weight people who see food.

Ans. : (c)

(vi) Give synonyms for the following words :
(a) subside (b) strenuous

Ans. :
(a) Settle, recover (b) Stressful, hectic

Passage 4.9.9 : Read the following passage and answer the questions given below :
MU - May 2015, 6 Marks

Alaska pipeline starts at the frozen edge of the Arctic Ocean. It stretches southwards across the larges and northernmost state in the United States, ending at a remote ice-free seaport village nearly 800 miles from where it begies. It is massive in size and extremely complicated to operate. The steel pope across windswept olains and endless miles of delicate tundra that tops the frozen ground. It waves through crooked canyons, climbs sheet mountains, plunges over rocky cargs, makes it way through thick forests, and passes over or under hundreds of rivers and streams. The pile is 4 feed in diameter and up to 2 million barrels (or 86 million gallons) of crude oil can be pumped through it daily. Resting on H-shaped steel racks called "bents", long sections of the pipeline follow a zigzag course high above the frozen earth. Other long sections drop out of sight up-and-down route is determined by the often harsh demand of the arctic and subarctic climate, the tortuous lay of the land, and the varied compositions of soil, rock or permafrost (permanently frozen ground). A little more than half of the pipeline is elevated above the ground. The remainder Is buried anywhere from 3 to 12 feet; depending largely upon the type of terrain and the properties of the soil One of the largest in the world, the pipeline cost approximately $8 billion and is by far

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the biggest and most expensive construction project ever undertaken by private industry. In fact, no single business could raise that much money, so 8 major oil companies. formed a consortium in order to share the costs. Each company controlled oil rights and paid into the pipeline-conduction fund according to the size of its holdings. Today, despite enormous problems of climate. supply shortages. equipment breakdowns, labour disagreements, treacherous terrain, a certain amount of miss management and even theft, the ·Alaska pipeline has been completed and is operating.

1. The passage primarily discusses the pipeline's
   (1) Operating costs (2) Employees
   (3) Consumers (4) Construction

Ans. : (4)

2. The world it in line 3 refers to
   (1) Pipeline (2) Ocean
   (3) State (4) Village

Ans. : (1)

3. According to the passage. 84 million gallons of oil can travel through the pipeline each.
   (1) Day (2) Week
   (3) Month (4) Year

Ans. : (1)

4. The author mentions oil of the following as important determining the pipelines route EXCEPT the
   (1) Climato (2) lay of the land it self
   (3) Local vegetation (4) King of soil and rock

Ans. : (3)

5. The word ·undertaken" Is closest in meaning to
   (1) Removed (2) Selected
   (3) Transported (4) Attempted

Ans. : (4)

6. Which of the following determined what percentage of the construction costs each member of the consortium would pay ?
   (1) How much oil field land each company owned
   (2) How long each company had owned land in the oil fields
   (3) How many people worked for each company.
   (4) How many oil wells were located on the company's land

Ans. : (1)

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Passage 4.9.10 : A Read the following passage carefully and answer the questions given: **MU - May 2016, 5 Marks**

The whole point of technical advance is that it enables man to manipulate its environment to live in the sort of conditions he wants. So you ask, 'What will man's everyday surroundings be like in forty years ?' Other animals will get the environment deserve; man will get the one he wants.

And will man be so very different in forty years ? I do not think so. Healthier, yes, I imagine we shall have mastered the viruses and the problem of cancer in the young and I am sure we shall know enough to be able to avoid passing on hereditary abnormalities to our children; but I suspect that the illnesses and hurts of old age will still be with us, because I doubt whether we shall have overcome the necessity of growing old.

And shall we be more sensible ? No certainly not. the recorded history of several thousand years shows us that all the logical absurdities of man have always been with us; what we have not outgrown in four thousand years we shall not outgrow in another forty.

Food is already becoming increasingly hygienic, quick frozen, packaged and pre-packaged in impregnable plastic containers, increasingly free from all taint of decay forgetting the fact that many of the flavors which we price highly are due to the early stages of decay of one sort or another. Already the production of organic food is becoming increasingly mechanized. One obvious step remains, and that is to produce all our food- the proteins, carbohydrates, fats, vitamins, roughage, and what have you entirely synthetically.

And how shall we communicate ? We shall still talk to each other. Shall we ?write ? Not, I think, in the way we do today. Even today, handwriting is dying out.

Typing will last longer, but the time will come when the manual typewriter in its turn, become obsolete, and will be relegated to status of a toy, like a child's printing set. For already computer's are beginning to tackle the problem of recognition of ordinary written text, and already a simple computer exists which will obey verbal instructions. Put these ideas together, and you will see that even today we are within sight of the possibility of a machine that will take dictation, and will then automatically printout the dictated text.

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Do you find this sort of prospect worrying, depressing, even frightening? I have envisaged nothing that will not be technically possible in forty years if we really want it. For it is what we want now that will decide that what we will get in futures

1. What is the meaning of 'technical advance' ?

Ans. : Technical Progress

2. Why does the author say that we will be healthier in the next forty years ?

Ans. : The author claims that we shall have mastered the viruses and the problem of cancer in the young and we shall know enough to be able to avoid passing on hereditary abnormalities to our children;

3. What is the advantage of early decay of food ?

Ans. : Many of the flavors which we price highly are due to the early stages of decay of one sort or another

4. What kind of writing-machine does the author envisage for the future ?

Ans. : According to the author, there could be a possibility of a machine that will take dictation, and will then automatically printout the dictated text.

5. Give the synonym of : i) obsolete ii) prospect.

Ans. : (i) obsolete :outdates (ii) prospect : futuristic

Review Questions

Q. 1 Describe the goal of reading.

Q. 2 List and explain three levels of reading compression.

Q. 3 Describe the different qualities of good reader.

Q. 4 Describe effective ways to improve your vocabulary.

Q. 5 State tips for write good summary.

Q. 6 Explain distinguished characteristics of proficient readers.

□□□

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CHAPTER 5

Module 5

Technical Writing

Syllabus

Techniques to define an object, writing instructions, Language Exercises based on types of expositions (description of an object, explanation of a process).

Syllabus Topic : Techniques to Define An Object

5.1 Technical Writing

5.1.1 Techniques for Define Object

A basic understanding of technical writing is essential when we must communicate in our day to day life. The following are the reasons why technical writing needs to be stressed. They are:

- To present information comprehensively.
- To actively record the details of the objects.
- To organize details with conciseness and appropriateness.
- To present information in the required format.

Oxford Dictionary defines definition as "*A statement giving the exact meaning of a word or phrase*". According to Aristotle, "*A definition is that which states the essence of thing or object.*" A definition gives and exact and specific meaning of the concept or an object. Definition consists of the following two elements :

- **Defineudum** is called as the term to be defined.
- **Defines** are the words and expression that define the term.

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According to Aristotle, a definition consists of the definiendum, the genus (class, family to which the object belongs to) and the differentiate (one that separates the object from other objects). The following are the characteristics of a good definition. They are :

1. A good definition should be compact and definite.
2. A good definition should have a formal and technical style.
3. A good definition should not be too short or too long.
4. The language of a definition should be clear and easy to understand.
5. The definition of an object should clearly state what the object is, what the object is made up of, and what qualities differentiate the object from other objects.
6. The concept should not be generalised in a definition.

Syllabus Topic : Writing Instructions

5.2 Writing Instructions

- One of the most common and important uses of technical writing is **Instructions**. Although this is seemingly very easy and intuitive, unfortunately instructions are some of the worst written documents that are found.
- An instruction is information about performing a task. There are lots of processes or task performed in the industry and day to day life. An instruction provides the accurate and specific knowledge about performing a task in the correct manner.
- Instructions generally consist of the following elements :
  - An announcement of the subject or topic
  - A declaration of what can be achieved by following the instructions
  - A description of the intended readers
  - Information about the scope of the instructions
- Generally, instructions are step which explains how to do a particular task. They help to mound the reader's attitude towards a process, a product, or the writer of the instructions.

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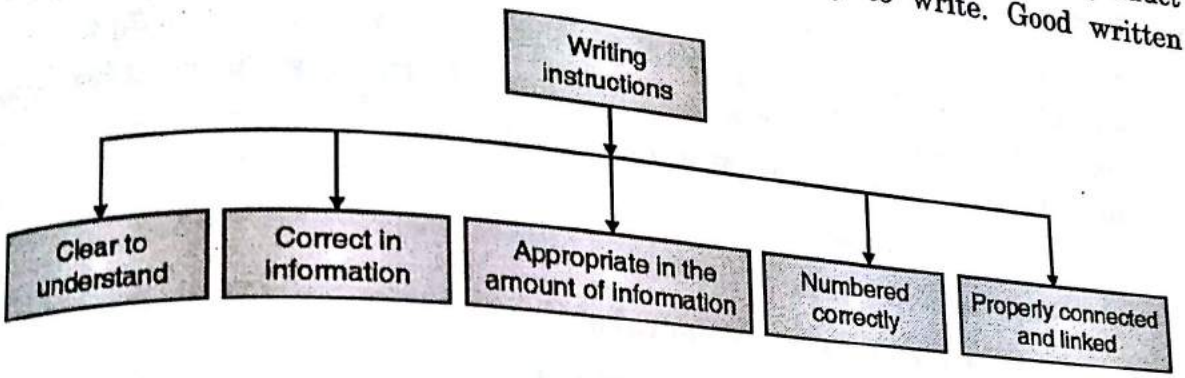
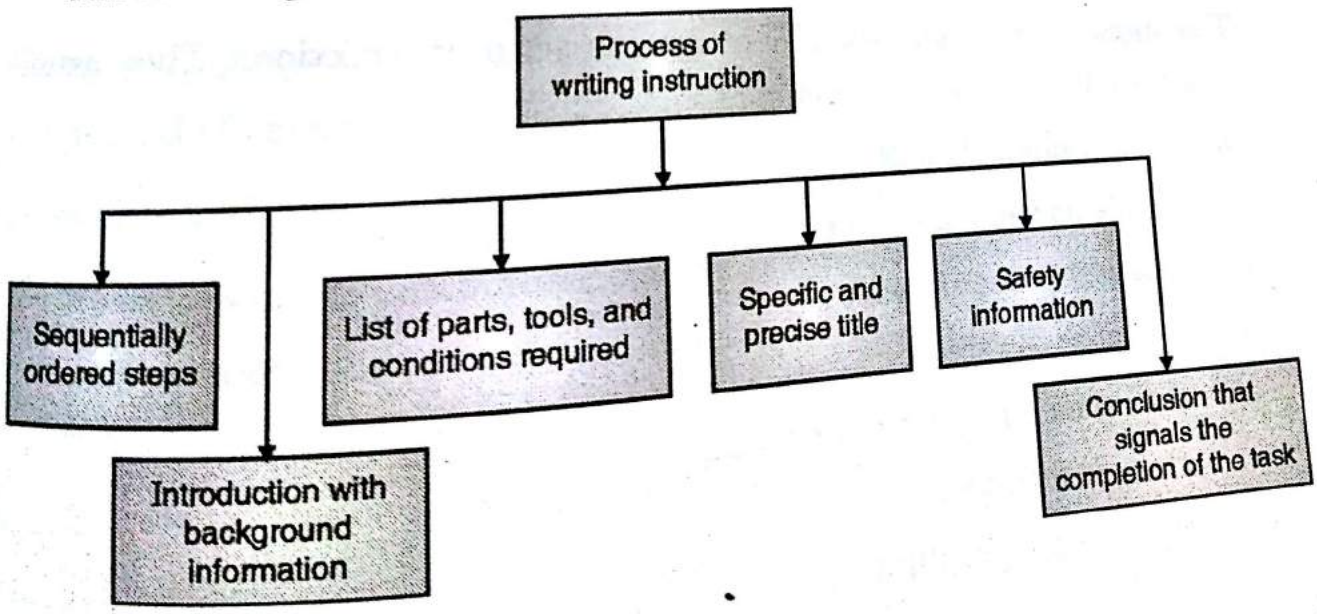
- Written instructions are the most common type of instructions which are generally used in organizations by managers.
- These instructions dictate the process which must be followed by the sub ordinates. They teach how the products must be used and give the product details. Good instructions are not always easy to write. Good written instructions must be :



1. Clear to understand
2. Correct in information
3. Appropriate in the amount of information
4. Numbered correctly
5. Properly connected and linked

5.2.1 Process of Writing Instruction

The following is the process of writing instruction. They are as follows :



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1. **Specific and Precise Title**

The title of the instructions should be clearly describing the specific task the reader will complete.

2. **Introduction with Background Information**

The length of the introduction varies according to the complexity of the task and the reader's familiarity with it. Thus, if the task is simple, your introduction might be only a sentence long. If the task is complex, your introduction might be a few paragraphs long.

- State the Purpose
- State the importance of the task
- Describe the necessary technical ability
- Identify the time required for completion
- Motivate the reader

3. **List of Parts, Tools, and Conditions required**

After the introduction, you should list the parts, tools and the conditions required for completing the task.

- List the parts required
- Identify the tools required
- Specify Special conditions

4. **Sequentially Ordered Steps**

The steps are the most significant for any set of instructions. They usually make up the bulk of the document.

- Use command voice
- State one action per step
- Keep the steps concise
- Number the steps
- Add comments, notes, or examples
- Provide feedback
- Refer to the graphics

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5. **Safety Information**

- Safety information should be written or placed early in the instructions and in places where the reader will be completing difficult or dangerous steps. A common method is to use three levels :
  1. Danger (Signals that readers may be at serious risk of injury.)
  2. Warning (Signals that readers may be injured if the step is done improperly.)
  3. Caution (Alert that damage could result if the step is done improperly.)
- Safety information should tell your readers the following three things :
  - The hazard,
  - The seriousness of the hazard, and
  - How to avoid injury or damage.

6. **Conclusion That Signals the Completion of the task**

When you have listed all the steps, you should offer a closing that tells readers that they are finished with the task.

- Signal completion of the task
- Describe the finished product
- Offer troubleshooting advice

5.2.2 Rules for Writing Instructions

Each instruction should start with an action verb. Active voice should be used instead of passive voice.

For example

Passive voice : Computer should be switched off.

Active voice : Switch off the computer.

- Be aware of the dangers or effects if your instructions go wrong or incorrect.
- Ensure that your steps are correct and complete. Incomplete steps would yield bad results.
- Edit or proofread the steps for better efficiency.

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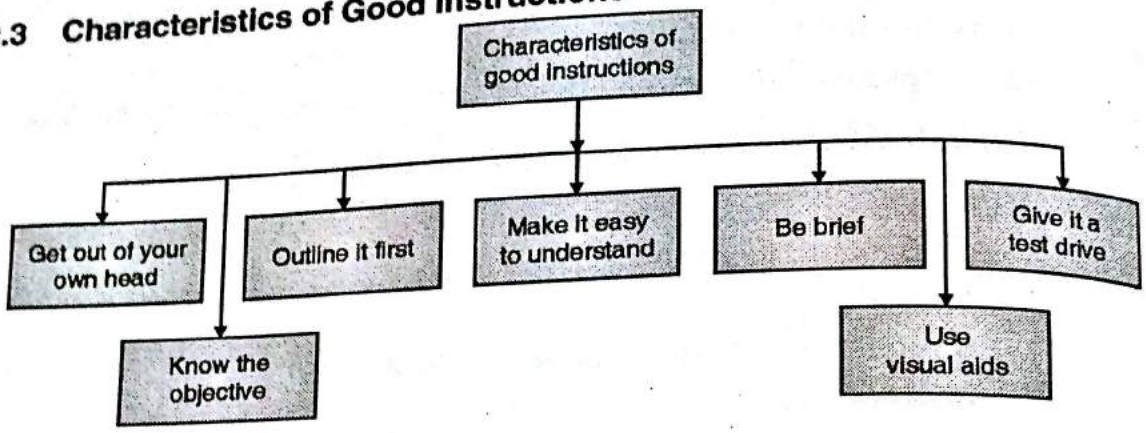
5.2.3 Characteristics of Good Instructions



1. Get out of your own head

- When you begin to prepare instructions for processes you know inside and out, you will need to consciously take a step back and approach the material from a new angle.
- Start at square one by assuming the audience will have zero knowledge of the subject matter.

2. Know the objective

- You have to ensure that you know exactly what your manual needs to cover in order to avoid information overload or confusion that can come from too many details.
- This is especially important when the process is complex or has a lot of different parts.

3. Outline it first

- Before jumping in and creating steps, create a high-level outline of what the document will cover, including main and subsections.
- This will help you make sure your process makes sense and that each section of the manual is consistently structured.

4. Make it easy to understand

- The best way to outline steps for doing something is by making use of Lists as they can help people move item by item in the way you intend.
- It is also a good idea to use a table of contents and make your document searchable, if possible, to further support your step-by-step approach.

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5. **Be brief**
   - It's tempting to want to explain everything in fine detail since it's material you know so well, but stick with only what the recipient needs to know.
   - Focus on using only as many words as necessary to get your point across.

6. **Use visual aids**
   - Screenshots, diagrams and even videos are a great way to beef up your manual and make it easier to understand.
   - Keep the formatting of these supporting materials consistent and to the point to avoid overwhelming the reader.

7. **Give it a test drive**
   - A better idea would be to have someone else who has never seen the material before run through the instructions. Take their feedback and use it to fine tune your manual.

5.2.4 Guidelines (Tips) for Writing Good Instructions

In the world of work, using instructions is very common and necessary. Here are some guidelines to help you to write clear instructions :

- Prefix the instructions with a clear heading that summarizes the task.
- Show clearly who will be doing what. If a process includes more than one person, write a different procedure for each person.
- Start each instruction with a verb that tells the reader to do something. Examples: "Open the valve...", "Press the emergency button...", "Tell your supervisor..."
- Use a numbered list when the order is important. Use a bulleted list (like this list) when the order is not important (for example, when the reader can choose between different options).
- Put notes and warnings at the start of the instructions, or before the list item to which they refer.
- Conceptual information should not be written along with instructions. Avoid doing that. Give the necessary background information before the instructions.

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- Write for your audience and use a level of detail that is suitable to their skill level.
- Avoid lists of more than approximately ten steps. If possible, divide a long list of instructions into two or more different tasks.
- Specify what the reader should do, once the task is complete. If a reader asks, "Now what?" the instructions are not complete.

5.2.5 Caution and Warning

Warning

- The dictionary defines the term warning as a **statement telling of** or an **indication providing evidence of** danger, **serious harm,** or **misfortune.**
- In fact, when we hear or notice the term warning we automatically associate it with some kind of danger or harm.
- Thus, in general, we think of a warning as a form of notice alerting us to some type of danger or serious threat. Simply put, it serves as a 'stop' sign, indicating to us to avoid something or avoid doing something.

WARNING : UNAUTHORIZED ENTRY IS PROHIBITED

Caution

- A quick look at the thesaurus will give us a glimpse as to what the term caution might connote.
- Indeed, synonyms listed under it include care, carefulness, attention, attentiveness, concern, forethought, and prudence. These terms suggest that the word caution denotes some form of action, particularly on the part of the person, been cautioned.
- As opposed to a warning, which is a notice or statement, caution refers to **exercising a degree of care**. This means a person exercises carefulness when performing a certain act.
- If the term caution is used, it is generally with respect to advising a person to be careful or vigilant or to pay close attention. The objective of a caution is to minimize risk, harm, or damage of some kind.

CAUTION : WET FLOOR

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Difference between Caution and Warning MU - May 2014

Caution	Warning
A Caution refers to an action displaying careful, prudent behavior.	A Warning refers to a statement indicating impending danger, serious harm or misfortune.
The objective of a caution is to advise people to exercise careful behaviour and to pay close attention in order to minimize risk and damage.	In the case of a warning, the objective is to alert people to certain dangers and serious consequences. Thus, in law, a warning serves as a notice indicating that certain acts constitute criminal behaviour.
A caution serves as an advice or action advocating that advice.	A warning serves as a form of notice.

Q. 5.2.1 : Classify the following statements as instruction, caution, warning and note

1. Always use good quality printing paper for better results.
2. Do not touch the connections with wet hands.
3. Set the knob to "Regular wash".
4. Do not expose camera lens to direct sunlight. MU - Dec. 2014, 2 Marks

Ans. :

1. Always use good quality printing paper for better results. NOTE
2. Do not touch the connections with wet hands. WARNING
3. Set the knob to "Regular wash". INSTRUCTION
4. Do not expose camera lens to direct sunlight. CAUTION

Q. 5.2.2 : The following is a description of the process of recording videos on a handycam. Change it into a set of numbered instructions.

A cassette is inserted into the camcorder. The lens cap is removed. The button marked OPEN is pressed to reveal the LCD panel. The POWER button is switched down to light up the CAMERA-TAPE lamp. The REC START/STOP button is pressed. The recording is started. The same button is pressed to stop recording. MU - Dec. 2014, 3 Marks

Ans. :

The following is the list of instructions :

1. Insert the cassette into a camcorder.
2. Remove the lens cap.
3. Press the OPEN button to reveal the LCD panel.

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4. Switch on the POWER button to light up the camera tape lamp.
5. Press the REC START/STOP button.
6. The recording is started. You can use the same button to stop the recording.

Syllabus Topic : Language Exercises Based on Types of Expositions (Description of an Object, Explanation of a Process)

5.3 Bunsen Burner

Definition

A Bunsen burner is a heating device with a straight tube consisting of small holes at the bottom, used commonly in labs for scientific experiments. It is almost an indispensable requirement for any chemical lab.

Components

A **Bunsen burner** is made entirely of metal. In order to function properly, Bunsen burners must have a barrel that is approximately five inches long, a collar with air holes, a gas intake, gas valve and a stand to keep all of the pieces from making contact with a work surface.

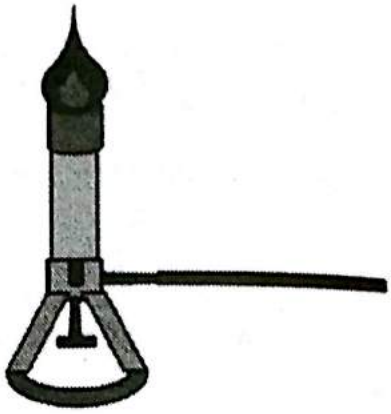

Fig. 5.3.1

Working of Bunsen Burner

- Once connected to a source of fuel, usually methane, the Bunsen burner can be ignited with a spark. Incoming gas reacts with oxygen in a one-to-three ratio to produce a blue flame that comes out of the top of the barrel.
- Adjusting the gas valve on the Bunsen burner changes the volume of gas flow; the more gas entering the burner the larger is the flame. The collar at the base of the barrel contains air holes to control the amount of oxygen reacting with the gas.
- The collar can be rotated to adjust oxygen intake. In general, the more oxygen present, the more intense and blue the flame will be. Less oxygen lends to a weaker yellow flame.
- The more oxygenated blue flame is both hotter and more controlled than the oxygen-deprived flame; scientists generally prefer a controlled blue flame.

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5.4 Micrometer

MU - May 2011

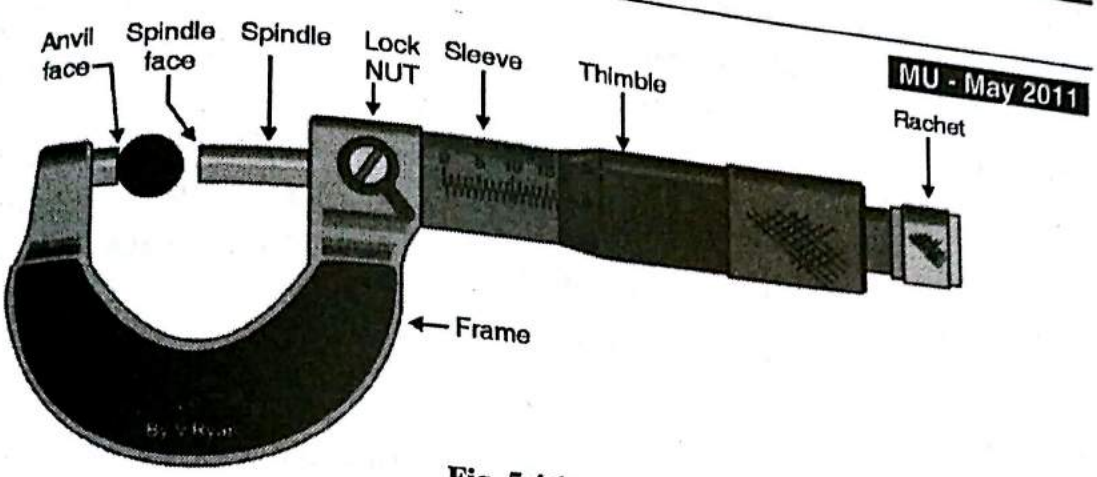
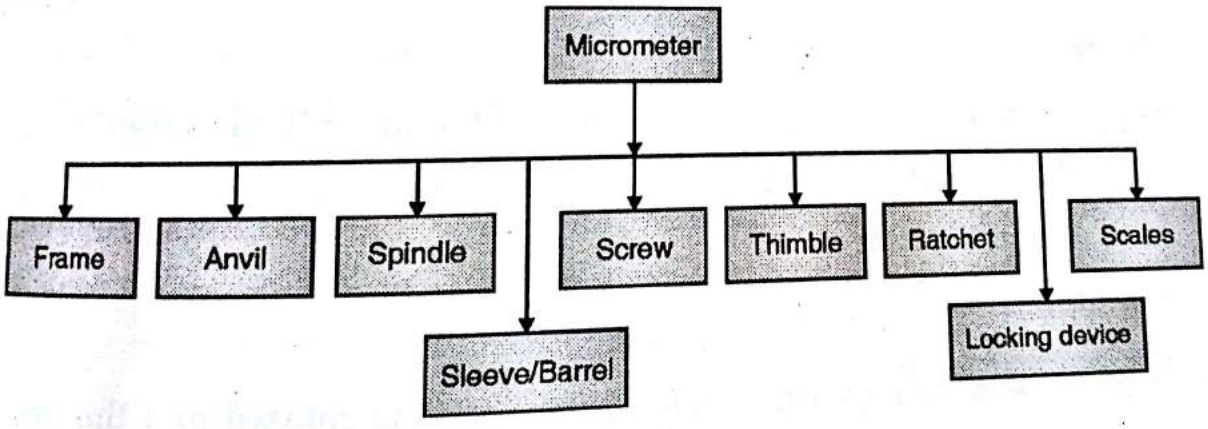


Fig. 5.4.1

Definition

- The micrometer is a precision measuring instrument, used by engineers. Each revolution of the rachet moves the spindle face 0.5mm towards the anvil face. The object to be measured is placed between the anvil face and the spindle face.
- The rachet is turned clockwise until the object is 'trapped' between these two surfaces and the rachet makes a 'clicking' noise.

Components



1. **Frame**

The body used to hold the anvil and barrel firmly in their place is called frame, in micro meter screw gauges, thick C shaped frames are used. Their mass helps in minimization of expansion or contraction due to temperature

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some manufacturers also deliver gauges with insulated frames to serve the above mentioned purpose.

2. **Anvil**

It is the fixed part mounted at one end of frame exactly parallel to the moving spindle which move towards it , Anvil face which comes directly in contact to the object being measured is machined extremely fine so to achieve highest degree of precision.

3. **Spindle**

The cylindrical part which displaces by rotation of thimble decreasing the clearance between itself and anvil until the object being measured become stable between the two of them , in modern micrometer screw gauges , anvil and spindle`s open face are tipped with carbide.

4. **Sleeve/Barrel**

The stationary part with having linear scale onto it, called the main scale, also covers the screw mechanism of screw gauge. Now a day's screw gauges are available with adjustable sleeves which make it easy to eliminate the zero error.

5. **Screw**

It is the most important part of instrument because all measurement is done through it in fact. Very fine stainless steel screws are used for this purpose with a definite pitch.

6. **Thimble**

It is the part through which measuring screw is rotated and this result in the displacement of spindle and thimble itself.

7. **Ratchet**

Ratchet is itself a small device which is used to provide a limited applied force. It is installed at the right end of screw gauge. Ratchet acts as a safety device for instruments and also adds more precision in measurement. Final adjustment is made by a making three turns of ratchet.

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8. **Locking Device**

It is actually a nut whose operation is facilitated by means of a lever, usually used to hold tight the spindle at its place so that current reading of that time could be maintained up to a desired length of time.

9. **Scales**

Micrometer screw gauge comes with two scales, one rotating scale which can be found on its rotating cylindrical part it is also called circular scale and the other one can be found on its stationary sleeve which is called main scale or sleeve scale, some designs of instrument can also have a Vernier scale as well.

Working of Micrometer

- A micrometer screw gauge carries two scales – a main scale and an auxiliary scale. The main scale is a millimeter scale graduated to 0.5mm, whereas the auxiliary scale is divided into 50 equal divisions.
- The auxiliary scale is on the thimble of the screw gauge and measures hundredth of the measurement. The jaws of the gauge are moved rotating the thimble.
- The auxiliary scale on the thimble is also known as the Vernier rotating scale.
- Moreover, the thimble is so adjusted that 2 revolutions of the thimble will allow the jaws to move by 1 mm. this means that a single rotation will move the jaws only by 0.50mm. The main scale lies on the part of the screw gauge known as the "sleeve".

5.5 Mini Drafter

MU - May 2011, May 2012

Definition

The mini-drafter is a versatile tool and can be used to draw almost everything. It can be used to draw parallel lines, perpendiculars, inclined lines of any degree with unmatched speed. It consists of one long scale and one small scale and the scales are in 'L' shaped which can be fit on any drawing board easily.

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Components of Mini Drafter

1. Ordinary mini drafter
2. Instrument box
3. Drawing boards
4. Procircle
5. Set square
6. Sheet container
7. Board clips
8. Die casted mini drafter
9. Die casted mini drafter with screws

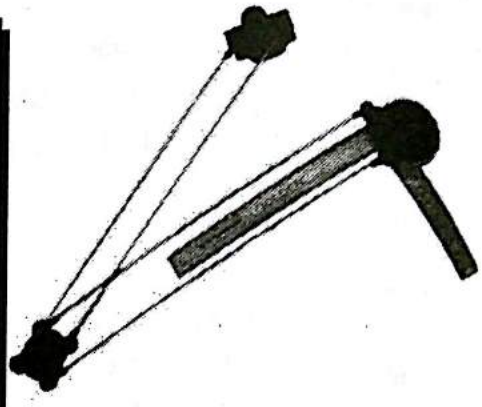
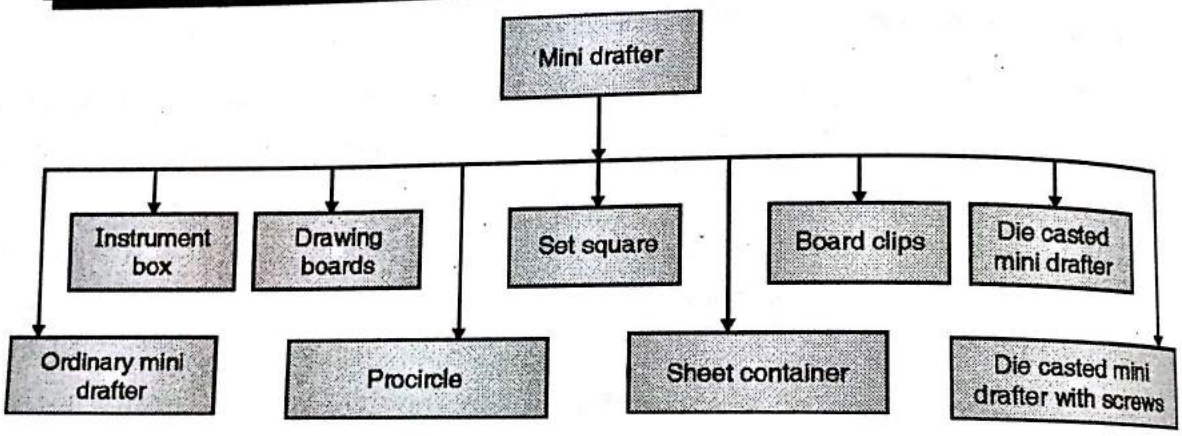


Fig. 5.5.1



Working of Mini Drafter

- Set the circular scale of the drafter at zero degrees and tighten the adjusting knob.
- Take the clapping knob towards the top edge of the board and align the linear scales with the vertical and horizontal boundary lines of the drawing sheet.
- Firmly grip the scales and tighten the clamping knob of the mini drafter. The mini drafter mechanism will keep the scale always parallel to the original position wherever it may slide over the board.

5.6 Water Tap

MU - May 2011

Definition

A water tap is a faucet for drawing water from a pipe or cask.

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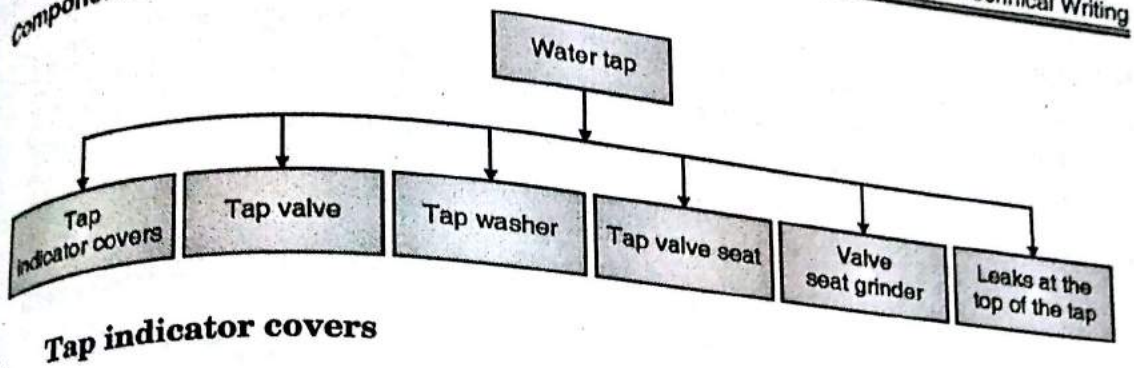
Components



1. **Tap indicator covers**

Now days, most of the taps have red (hot) and blue (cold) indicators on the top. These usually hide the screws which hold the handle on. The handle can be used to cover the valve.

2. **Tap valve**

The next step is to release the valve and then place a cloth over the tap to avoid scratching the metal.

3. **Tap washer**

Some valves have a small retaining nut for the washer. Some have the washer simply pushed on to a centre lug. Either way, you can now change the washer. Most washers are symmetrical and turning the old one over will give you a new surface to work with.

4. **Tap valve seat**

The operation of the top handle opens or closes the washer against the seat, which is a small shelf just inside the body of the tap.

5. **Valve seat grinder**

If the tap is dripping, small canals might have been eroded into the metal of the seat. These can be removed by grinding the rest of the seat down to the level of these canals.

6. **Leaks at the top of the tap**

A leak in the top part of the tap is usually due to the gland seals getting worn out. Sometimes there is a gland nut, which can be undone to reveal the O ring sealing the gland to the head.

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Working

- The part of the tap which you turn is the top end of a screw which goes down into the casing of the tap.
- At the bottom end of this screw is a rubber or leather washer which presses down on to the end of the water pipe, preventing the water from coming any further.

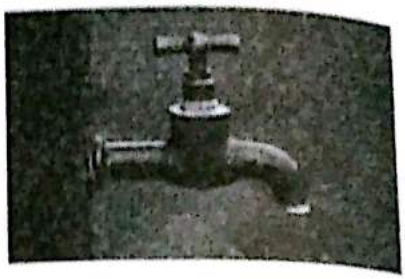


Fig. 5.6.1

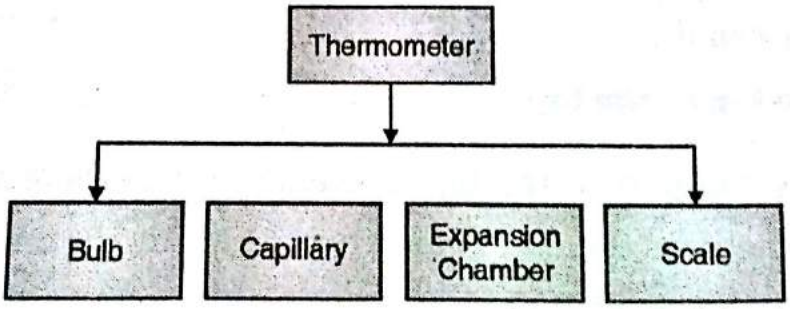
- When you turn the tap on, the screw rises, lifting the washer with it and allowing the water to gush up from the pipe and run out through the spout.
- When you turn off the tap, you are screwing the washer down again on to the pipe and cutting off the flow of water.

5.7 Thermometer

MU - May 2012

- A thermometer an instrument for measuring and indicating temperature, typically one consisting of a narrow, hermetically sealed glass tube marked with graduations and having at one end a bulb that contains mercury or alcohol which extends along the tube as it expands.
- A thermometer is used in health care to measure and monitor body temperature. In an office, hospital or other health care facility, it allows a caregiver to record a baseline temperature when a patient is admitted.
- Repeated measurements of temperature are useful to detect deviations from normal levels. Repeated measurements are also useful in monitoring the effectiveness of current medications or other treatments.
- The patient's temperature is recorded to check for pyrexia or monitor the degree of hypothermia present in the body.

Components



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1. **Bulb**

- A mercury thermometer takes advantage of liquids expansion when the temperature increases. The bulb is the lowest part of the thermometer, which has a spherical shape.
- This section of the thermometer acts as a reservoir to hold the mercury. If the temperature is sufficiently high, the mercury travels up the capillary.

2. **Capillary**

- The capillary of the mercury thermometer is the long cylindrical tube that is connected to the bulb. As temperature increases, mercury flows up the capillary.
- The further the mercury moves up the capillary, the higher the measured temperature. The capillary ends in a section known as the expansion chamber.

3. **Expansion Chamber**

- The expansion chamber of a thermometer can be found at the top of the capillary. The function of the expansion chamber is to form a larger volume through which the mercury can fill if the maximum temperature scale is exceeded.
- It is undesirable for mercury to reach the expansion chamber since it means the thermometer is no longer sensitive to increases in temperature.

4. **Scale**

- The scale is the series that are etched into an area to the side of the capillary. The scale allows the temperature to be read off in units of degrees.
- The type of degree depends upon the specific thermometer. Two commonly used temperature scales, are degree Celsius and degrees Fahrenheit, which are found on everyday thermometer.
- An alternative scale that measures temperature in degrees Kelvin is often used by scientist and engineers.

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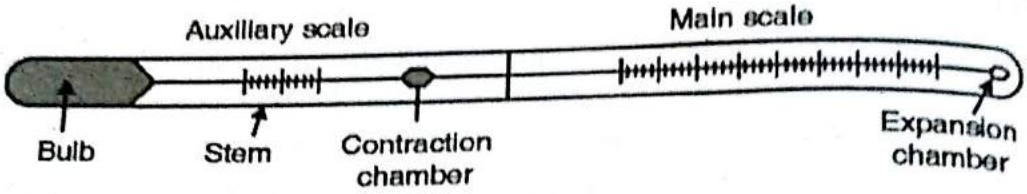

Fig. 5.7.1

5.8 Telephone

Definition

- A telephone is a device that converts sound and electrical waves into audible relays and is used for communication.
- The telephone consists of two essential parts; a microscope and a speaker. This allows the user to speak into the device and also hear transmissions from the other user. The invention of the first telephone dates back to 1896.
- Some of the first telephones required an operator to connect calls between users, but with the advancement of technology, calls are now connected automatically. Telephones formally utilized signals to transmit sounds, but most calls are now placed over digital networks.

Components

- At the top, there's a loudspeaker you press against your ear. At the bottom, there's a microphone you put near your mouth. Coming out of the handset, wrapped inside a single thick, coiled cable, are two pairs of copper wires.
- One pair is an output : it takes outgoing electrical signals from the microphone to the telephone system; the other pair is an input: it takes incoming signals from the telephone system to the loudspeaker.
- The **loudspeaker and microphone** work in similar but opposite ways. The microphone contains a flexible piece of plastic called a diaphragm with an iron coil attached to it and a magnet nearby.

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- When you speak into the mouthpiece, the sound energy in your voice makes the diaphragm vibrate, moving the coil nearer to or further from the magnet.
- This generates an electric current in the coil that corresponds to the sound of your voice : if you talk loud, a big current is generated; if you talk softly, the current is smaller.
- You can think of a microphone as an energy converting device: it turns the sound energy in your voice into electrical energy. Something that converts energy from one form to another is called a transducer.
- The loudspeaker in a phone works in the opposite way: it takes an incoming electrical current and uses magnetism to convert the electrical energy back into sound energy you can hear.
- In some phones, the loudspeaker and microphone units are virtually identical, just wired up in opposite ways.

Working

- The **sound energy** in your voice makes the air vibrate. **Vibrating** air carries the sound energy into the phone.
- The diaphragm in the mouthpiece microphone converts sound energy into electrical energy.
- The **electrical energy** travels from the phone, via exchanges, to your friend's phone.
- A **diaphragm** in the earpiece loudspeaker of your friend's phone converts the incoming electrical energy back to sound energy.
- The sound energy travels out from the earpiece into your friend's ear.

5.9 Sewing Machine

Definition

A sewing machine is a device that stitches materials together with thread. They range from foot-operated or electric domestic machines to large, industrial machines. Sewing machines are mainly used to make clothing faster and easier than is possible by hand.

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Components

The fundamental structure of sewing machine is the same whether it is hand-operated sewing, treadle sewing machine or electric sewing machine. The basic parts of a sewing machine are listed below.

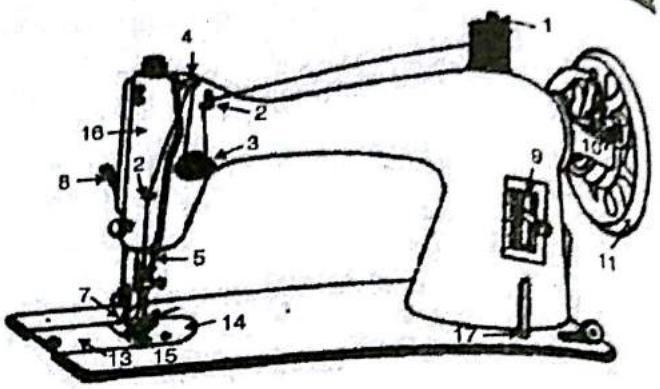

Fig. 5.9.1

Components	Description
Spool pin	It is fixed on top of the arm to hold the reel.
Fly Wheel	When this is made to revolve, it works the mechanism of the motion.
Tension disc	The two concave discs put together with the convex sides facing each other. The thread passes between the two. In this way, the tension of the thread is adjusted by a spring and nut which increases or decreases pressure.
Thread guide	It holds the thread in position from the spool to the needle.
Take up lever	It is a lever fitted to the body of the arm. Its up and down motion feeds the thread to the needle and tightens the loop formed by the shuttle.
Bobbin case	This moves into position to catch the top thread and form the stitch as the needle is lowered into the bobbin chamber.
Presser foot	It is fixed to the presser bar to hold the cloth firmly in position when lowered.
Presser foot lifter	A lever attached to the presser bar for raising and lowering the presser foot.

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Needle bar	This is a steel rod to hold the needle at one end with the help of a clamp. Its main function is to give motion to the needle.
Stitch regulator	This controls the length of the stitch.
Bobbin winder	A simple mechanism used for winding thread on the bobbin.
Clutch or Thumb Screw	This is in the center of the fly wheel and it engages and disengages the stitching mechanism.
Slides Plate	A rectangular plate, which facilitates the removal of the bobbin case without lifting the machine.
Needle Plate or Throat Plate	A semi-circular disc with a hole to allow the needle to pass through it.
Feed dog	This consists of a set of teeth fitted below the needle plate. It helps to move the cloth forward while sewing.
Face plate	A cover which on removal gives contact to the oiling points on the needle bar, presser bar and take-up lever.
Spool pin for bobbin winding	Spool of thread is positioned on this at the time of bobbin winding.

Working

The thread running through the upper needle gets joined with the thread coming from the bobbin.

5.10 Refrigerator

Definition

- A refrigerator is an appliance or compartment which is artificially kept cool and used to store food and drink.
- Modern refrigerators generally make use of the cooling effect produced when a volatile liquid is forced to evaporate in a sealed system in which it can be condensed back to liquid outside the refrigerator.

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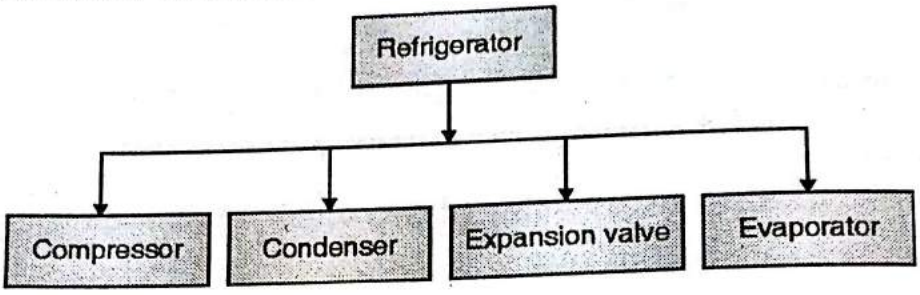
Components

- There are four important parts of a refrigerator : compressor, condenser, expansion valve and evaporator.
- Freon gas passes through all these parts continuously in the form of a cycle and undergoes various phase and temperature and pressure transformations. Freon acts as the media for transfer of heat.



1. Compressor

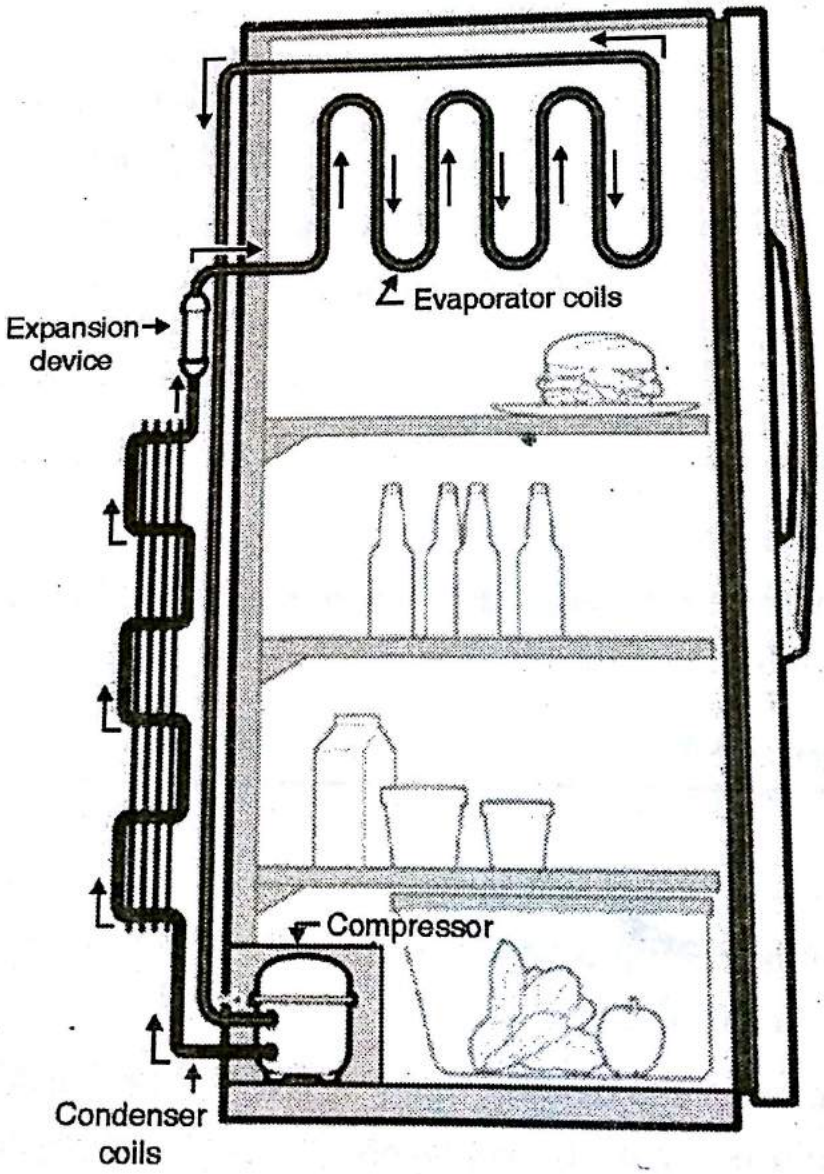


Fig. 5.10.1

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- Compressor is the heart of the refrigeration system. The power required for transmitting heat from low temperature space to high temperature space is given here.
- When Freon gas passes through a compressor it gets highly compressed i.e. pressurized and its temperature also becomes very high. As it leaves the compressor, Freon gets converted into the gaseous state.

2. **Condenser**

- All the heat the Freon has absorbed from the substance at low temperature is thrown out to the atmosphere via the condenser. For household refrigerators, the condenser is usually a coil of copper exposed to the atmosphere.
- When Freon passes though this coil it gives up its heat partially to the atmospheric or surrounding air and its temperature reduces, but its pressure remains unchanged.
- In case of the bigger refrigerators water cooled condensers are used.

3. **Expansion valve**

- When the high pressure and low temperature Freon passes through expansion valve its pressure reduces suddenly and along with it its temperature also reduces suddenly and drastically.
- In the household refrigerator, usually capillary, a thin copper tube is used as the expansion valve. Freon leaving the expansion valve is partially in liquid state and partially in gaseous state.

4. **Evaporator**

- The freezer section of the refrigerator is the evaporator which is in the form of various coils of copper or aluminum tubing. Here the foods or the substances which are initially at higher temperature are kept for cooling.
- When the low temperature and low pressure Freon passes through the evaporator, it chills the freezer space and food items kept here.

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- It absorbs the heat from the substances to be chilled and so its temperature raises as does its pressure. It leaves the evaporator or freezer in the vapor state and then enters into the compressor where the cycle is repeated.
- The refrigeration cycle of the Freon keeps on repeating indefinitely till your refrigerator is running. Since the Freon vapor is compressed in this cycle, it is also called as Vapor Compression Cycle.

Working

1. The compressor constricts the refrigerant vapor, raising its pressure, and pushes it into the coils on the outside of the refrigerator.
2. When the hot gas in the coils meets the cooler air temperature of the kitchen, it becomes a liquid.
3. Now in liquid form at high pressure, the refrigerant cools down as it flows into the coils inside the freezer and the fridge.
4. The refrigerant absorbs the heat inside the fridge, cooling down the air.
5. Last, the refrigerant evaporates to a gas then flows back to the compressor, where the cycle starts all over.

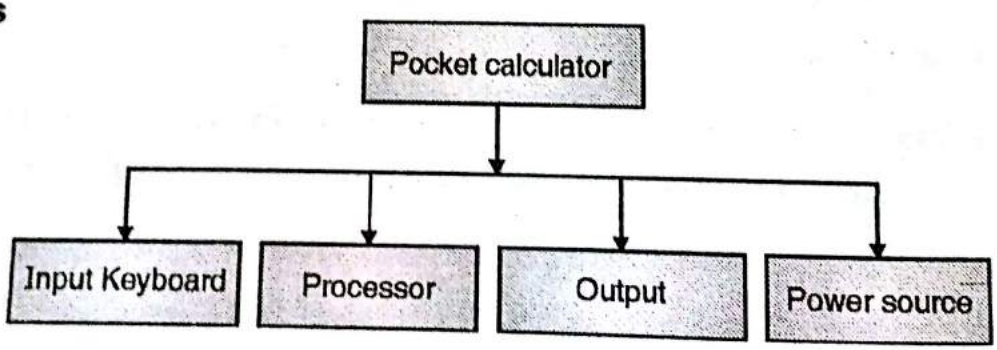
5.11 Pocket Calculator

Definition

MU - Dec. 2013

A pocket calculator is an electronic device which is a handy object to calculate numerical problem.

Components



1. Input Keyboard

About 40 tiny plastic keys with a rubber membrane underneath and a touch-sensitive circuit underneath that.

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2. **Processor**

A microchip that does all the hard work. This does the same job as all the hundreds of gears in an early calculator.

Fig. 5.11.1

3. **Output**

A Liquid Crystal Display (LCD) for showing you the numbers you type in and the results of your calculations.

4. **Power source**

Some calculators also have a solar cell to provide free power in the daylight.

Working

- As you press on the hard plastic, you compress the rubber membrane underneath it. This is a kind of a miniature trampoline that has a small rubber button positioned directly underneath each key and a hollow space underneath that.
- When you press a key, you squash flat the rubber button on the membrane directly underneath it.
- The rubber button pushes down making an electrical contact between two layers in the keyboard sensor underneath and the keyboard circuit detects this.

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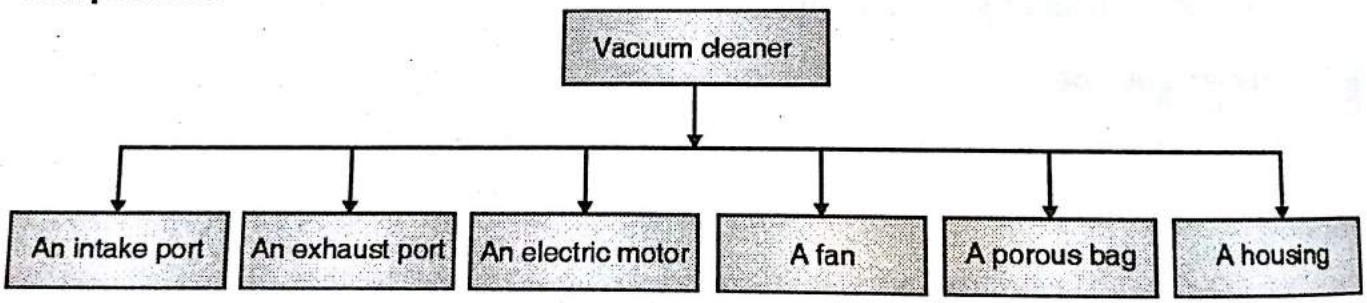
- The processor chip figures out which key you have pressed.
- A circuit in the processor chip activates the appropriate segments on the display corresponding to the number you've pressed.
- If you press more numbers, the processor chip will show them up on the display as well and it will keep doing this until you press one of the operations keys (such as +, −, ×, ÷) to make it do something different.
- Suppose you press the + key. The calculator will store the number you just entered in a small memory called a register. Then it will wipe the display and wait for you to enter another number.
- As you enter this second number, the processor chip will display it digit-by-digit as before and store it in another register.
- Finally, when you hit the = key, the calculator will add the contents of the two registers together and display the result. There's a little more to it than that and I'll go into a few more details down below.

5.12 Vacuum Cleaner

Definition

A vacuum cleaner also called as a vacuum sweeper is an household appliance for cleaning by suction.

Components



It may look like a complicated machine, but the conventional vacuum cleaner is actually made up of only six essential components :

- An intake port, which may include a variety of cleaning accessories
- An exhaust port
- An electric motor
- A fan
- A porous bag
- A housing that contains all the other components

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Working

1. The electric current operates the motor. The motor is attached to the fan, which has angled blades.
2. As the fan blades turn, they force air forward, toward the exhaust port.
3. When air particles are driven forward the density of particles (and therefore the air pressure) increases in front of the fan and decreases behind the fan.

- This pressure drop behind the fan is just like the pressure drop in the straw when you sip from your drink. The pressure level in the area behind the fan drops below the pressure level outside the vacuum cleaner (the ambient air pressure).
- This creates suction, a partial vacuum, inside the vacuum cleaner. The ambient air pushes itself into the vacuum cleaner through the intake port because the air pressure inside the vacuum cleaner is lower than the pressure outside.
- As long as the fan is running and the passageway through the vacuum cleaner remains open, there is a constant stream of air moving through the intake port and out the exhaust port. But how does a flowing stream of air collect the dirt and debris from your carpet? The key principle is friction.

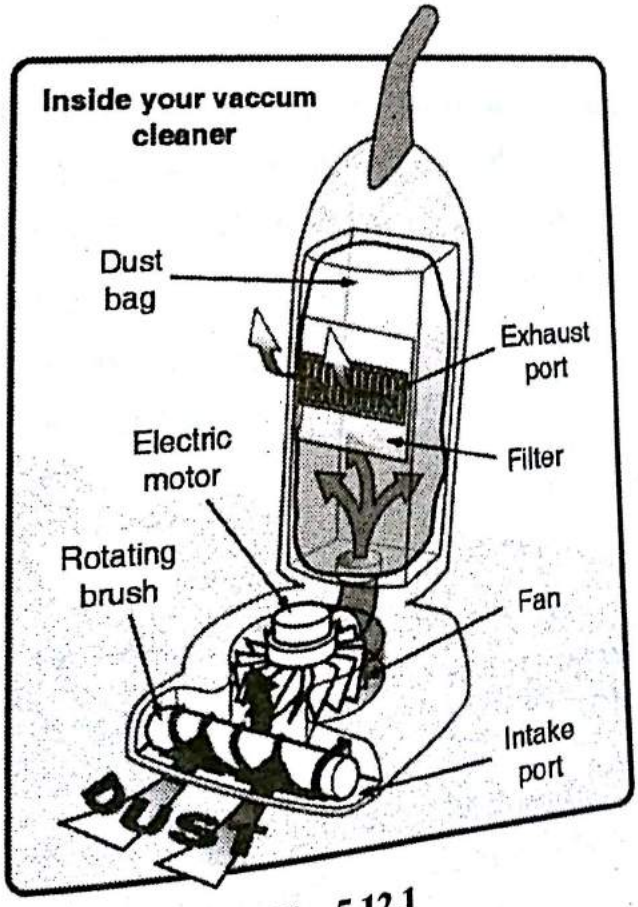

Fig. 5.12.1

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5.13 Electric Iron

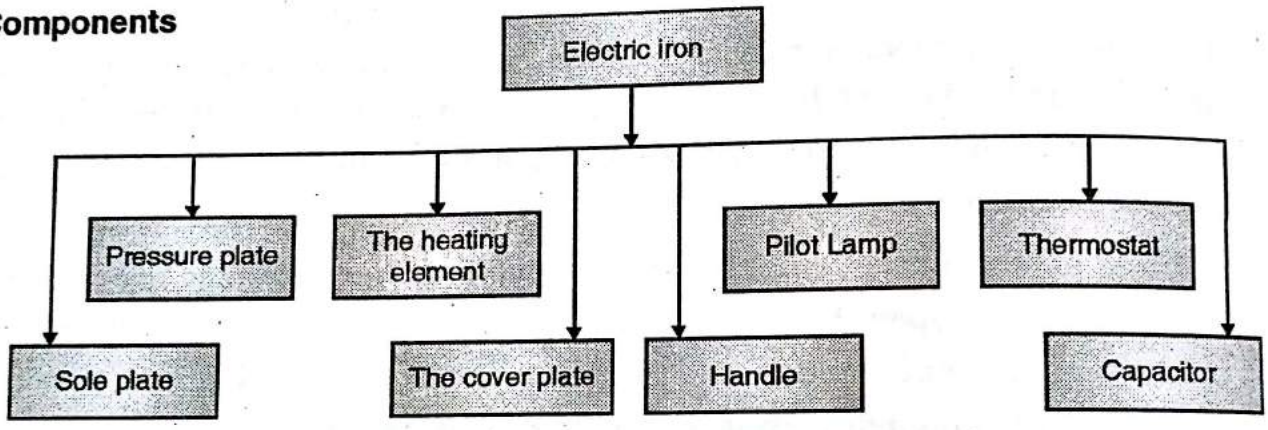
MU - Dec. 2012

MU - Dec. 2013

Definition

- An electric iron is a small hand-held appliance with a handle holding a flat, roughly triangular surface that, when heated, is used to press clothes to remove creases.
- It is named for the metal of which the device is commonly made, and the use of it is generally called ironing. Ironing works by loosening the ties between the long chains of molecules that exist in polymer fiber materials.

Components



1. Sole Plate

- The sole plate is the thick, triangular-shaped slab of iron that forms the base over which the electric iron is built up. The bottom surface and edges are heavily chromium plated, to prevent it from rusting.
- The base plate should hold the iron pressure plate and cover plate in position. For this purpose, we can see two or sometimes three studs in the base plate. These studs aid in holding the position of cover plate and pressure plate.

2. Pressure Plate

- This plate is generally called the top plate as it follows the shape of sole plate. The pressure plate has some holes through which the studs form the base plate passes through.
- We should tighten the nuts on the studs in such a way that the pressure plate and sole plate are pressed tight against each other.

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- In some iron the pressure plate is heavy and made of cast iron while in some other cases, it is a thin sheet of steel, about ¼ cm thick.
- In automatic type of electric iron, the pressure plate has a rectangular or circular hole for locating the thermostat.

3. **The Heating Element**

- The heating element is present between the sole plate and pressure plate. It is pressed hard between the two plates. The heating element consists of nichrome wire wound around a sheet of mica.
- The two ends of the nichrome wire are connected to the contact strips. The contact strips are connected to the terminals of the iron. T
- Here are two reasons for which mica is chosen in the heating material. Mica is a very good insulating material. Besides that, mica can also withstand very high temperatures.
- The entire assembly of mica sheet, nichrome wire and contact strips are riveted together resulting in a mechanically sound and robust construction.
- There is an asbestos sheet, which separates and thermally insulates the top plate from the heating element.

4. **The Cover Plate**

- The cover plate is made of thin sheet of iron. It is placed on top of the base plate and it covers all the internal parts of the iron.
- The handle and connector are only attached to the cover plate.

5. **Handle**

- The handle can be made either with wood or with plastic. The handle is attached to the cover plate with the aid of screws.
- Studs can also be used for this purpose.

6. **Pilot Lamp**

- The pilot lamp is housed in the cover plate of the electric iron.
- One end of the pilot lamp is connected to supply, while the other end is connected to the heating element.

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- A shunt resistance is provided across the pilot lamp which assists in providing a voltage drop. The shunt is designed to provide a voltage drop of 2-5 volts.

7. Thermostat

- When it comes to an automatic electric iron, the thermostat is the most important item. It uses a bimetallic strip to operate the switch which is connected in series with the resistance (or) heating element.
- The bimetallic strip is a simple element which converts a temperature change into mechanical displacement.
- A bimetallic strip consists of two different metals bonded together. The two metals should have a different coefficient of expansion.
- If such a strip is heated, it starts to curve towards the metal having the lower co-efficient of expansion. On cooling, it straightens and comes back to the normal position.
- The bimetallic strip is attached to a contact spring through small pins. The contact point between the strip and contact points remains closed.
- When the temperature rises significantly, the unusual expansion causes the strip to curve and the contact between strip and contact spring opens.
- Thus, the supply to heating element is temporarily stopped (until the temperature goes down to normal).
- A special device called the cam is placed is placed near the contact spring, with which we specify the amount of curving of bimetallic strip required to separate the contact.
- Thus, using bimetallic strip the temperature is kept constant within certain limits.

8. Capacitor

- The thermostat helps in maintaining the temperature within limits. But frequent making and breaking of circuit damages the contact points and it may also result in interference with radio reception.
- To avoid this, a capacitor of certain range is connected across the two contact points.

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Working

- When a current is passed through the heating element which is placed between the sole plate and pressure plate, the element gets heated up and transfers its heat to the sole plate through conduction and in-turn the sole plate also gets heated up.
- Now to remove the wrinkles in clothing, we should apply heat and pressure. Heat is formed due to the coil and when we press the clothes with iron, the wrinkles are removed.
- For maintaining the optimum temperature, a thermostat is used along with pilot lamp which serves as an indicator.

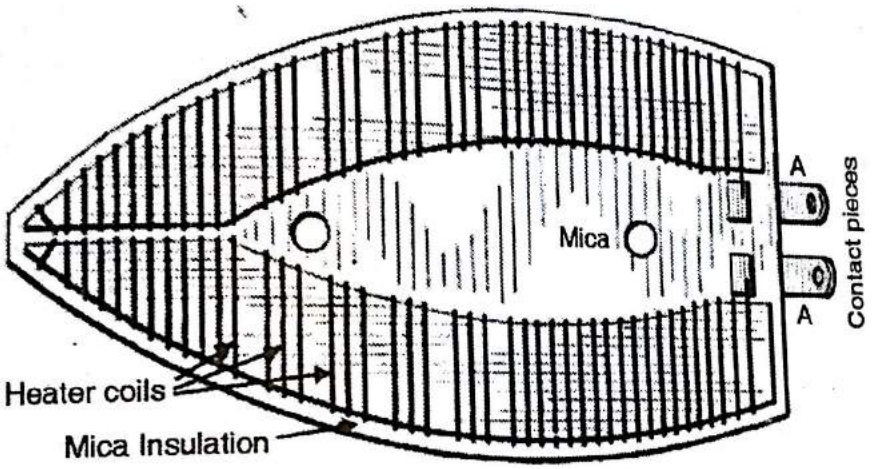

Fig. 5.13.1

5.14 Microscope

MU - Dec. 2015

Definition

- The simplest optical microscope is the magnifying glass and is good to about ten times (10X) magnification.
- The compound microscope has two systems of lenses for greater magnification,
  1. The ocular, or eyepiece lens that one looks into and
  2. The objective lens, or the lens closest to the object.

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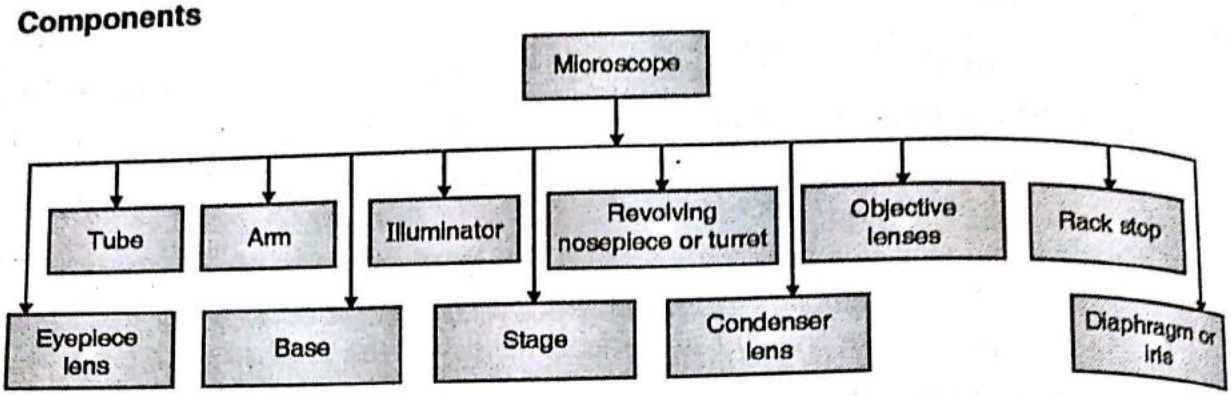
Components



1. **Eyepiece Lens**

   The lens at the top that you look through. They are usually 10X or 15X power.

2. **Tube**

   Connects the eyepiece to the objective lenses.

3. **Arm**

   Supports the tube and connects it to the base.

4. **Base**

   The bottom of the microscope, used for support

5. **Illuminator**

   A steady light source (110 volts) used in place of a mirror. If your microscope has a mirror, it is used to reflect light from an external light source up through the bottom of the stage.

6. **Stage**

   The flat platform where you place your slides. Stage clips hold the slides in place. If your microscope has a mechanical stage, you will be able to move the slide around by turning two knobs. One moves it left and right, the other moves it up and down.

7. **Revolving Nosepiece or Turret**

   This is the part that holds two or more objective lenses and can be rotated to easily change power.

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Objective Lenses

- Usually you will find 3 or 4 objective lenses on a microscope. They almost always consist of 4X, 10X, 40X and 100X powers.
- When coupled with a 10X (most common) eyepiece lens, we get total magnifications of 40X (4X times 10X), 100X , 400X and 1000X. To have good resolution at 1000X, you will need a relatively sophisticated microscope with an Abbe condenser.
- The shortest lens is the lowest power, the longest one is the lens with the greatest power. Lenses are color coded and if built to DIN standards are interchangeable between microscopes.
- The high power objective lenses are retractable (i.e. 40XR). This means that if they hit a slide, the end of the lens will push in (spring loaded) thereby protecting the lens and the slide. All quality microscopes have achromatic, parcentered, parfocal lenses.

9. Rack Stop

- This is an adjustment that determines how close the objective lens can get to the slide. It is set at the factory and keeps students from cranking the high power objective lens down into the slide and breaking things.
- You would only need to adjust this if you were using very thin slides and you weren't able to focus on the specimen at high power. (Tip: If you are using thin slides and can't focus, rather than adjust the rack stop, place a clear glass slide under the original slide to raise it a bit higher)

10. Condenser Lens

- The purpose of the condenser lens is to focus the light onto the specimen. Condenser lenses are most useful at the highest powers (400X and above). Microscopes with in stage condenser lenses render a sharper image than those with no lens (at 400X).
- If your microscope has a maximum power of 400X, you will get the maximum benefit by using a condenser lenses rated at 0.65 NA or greater. 0.65 NA condenser lenses may be mounted in the stage and work quite well.

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- A big advantage to a stage mounted lens is that there is one less focusing item to deal with. If you go to 1000X then you should have a focusable condenser lens with an N.A. of 1.25 or greater.
- Most 1000X microscopes use 1.25 Abbe condenser lens systems. The Abbe condenser lens can be moved up and down. It is set very close to the slide at 1000X and moved further away at the lower powers.

11. Diaphragm or Iris

- Many microscopes have a rotating disk under the stage. This diaphragm has diverse sized holes and is used to vary the intensity and size of the cone of light that is projected upward into the slide.
- There is no set rule concerning which setting to use for a particular power. Rather, the setting is a function of the transparency of the specimen, the degree of contrast you desire and the particular objective lens in use.

Working

- Microscopes are effectively just tubes packed with lenses, curved pieces of glass that bend light rays passing through them.
- The simplest microscope of all is a magnifying glass made from a single convex lens, which typically magnifies by about 5-10 times.
- Microscopes used in homes, schools, and professional laboratories are actually compound microscopes and use at least two lenses to produce a magnified image.
- There's a lens above the object (called the objective lens) and another lens near your eye (called the eyepiece or ocular lens). Each of these may, in fact, be made up of a series of different lenses.
- Most compound microscopes can magnify by 10, 20, 40, or 100 times, though professional ones can magnify by 1000 times or more.
- For greater magnification than this, scientists generally use electron microscopes. So, what does a microscope actually do? Imagine a fly sitting on the table in front of you.
- The big, fat, compound eye on the front of its head is just a few millimeters across, but it's made up of around 6000 tiny segments, each one a tiny, functioning eye in miniature.

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- To see a fly's eye in detail, our own eyes would need to be able to process details that are millimeters divided into thousands-millionths of a meter (or microns, as they're usually called). Your eyes may be good, but they're not that good.
- To study a fly's eye really well, you'd need it to be maybe 10-100 cm (4-40 in) across: the sort of size it would be in a nice big photo. That's the job a microscope does.
- Using very precisely made glass lenses, it takes the minutely separated light rays coming from something tiny (like a fly's eye) and spreads them apart so they appear to be coming from a much bigger object.

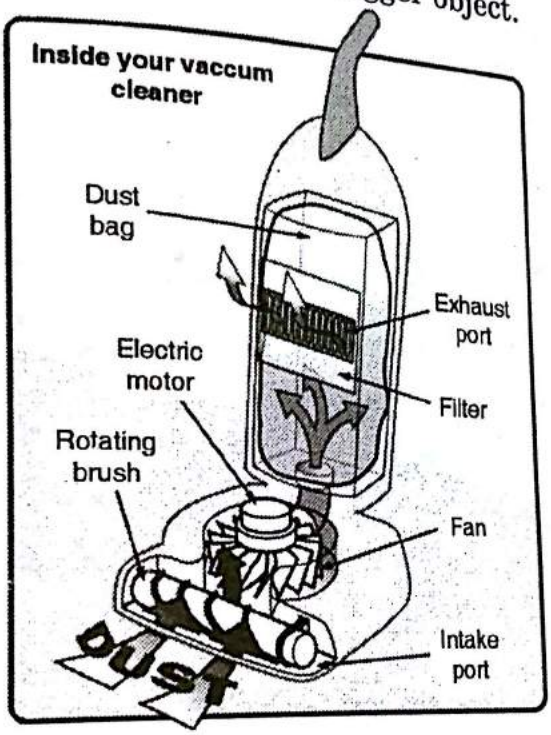
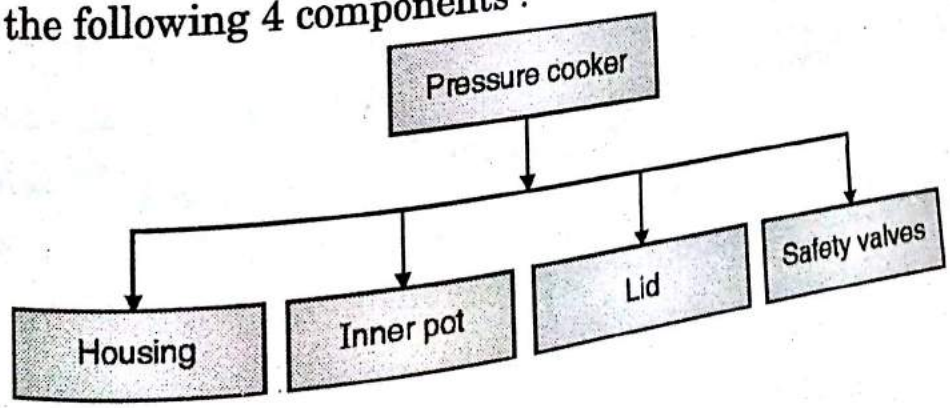


Fig. 5.14.1

5.15 Pressure Cooker

Components

Electric Pressure Cookers or for that matter any other pressure cookers usually have the following 4 components :



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1.	Housing	2.	Inner Pot
3.	Lid and	4.	Safety Valves

Working

1. Housing

- This is the outer container of the electric pressure cooker which holds the Inner Pot inside it.
- The housing of electric pressure cookers usually has the following components :

1.	Heating element	2.	Temperature Sensor
3.	Pressure Sensor and	4.	Control Panel

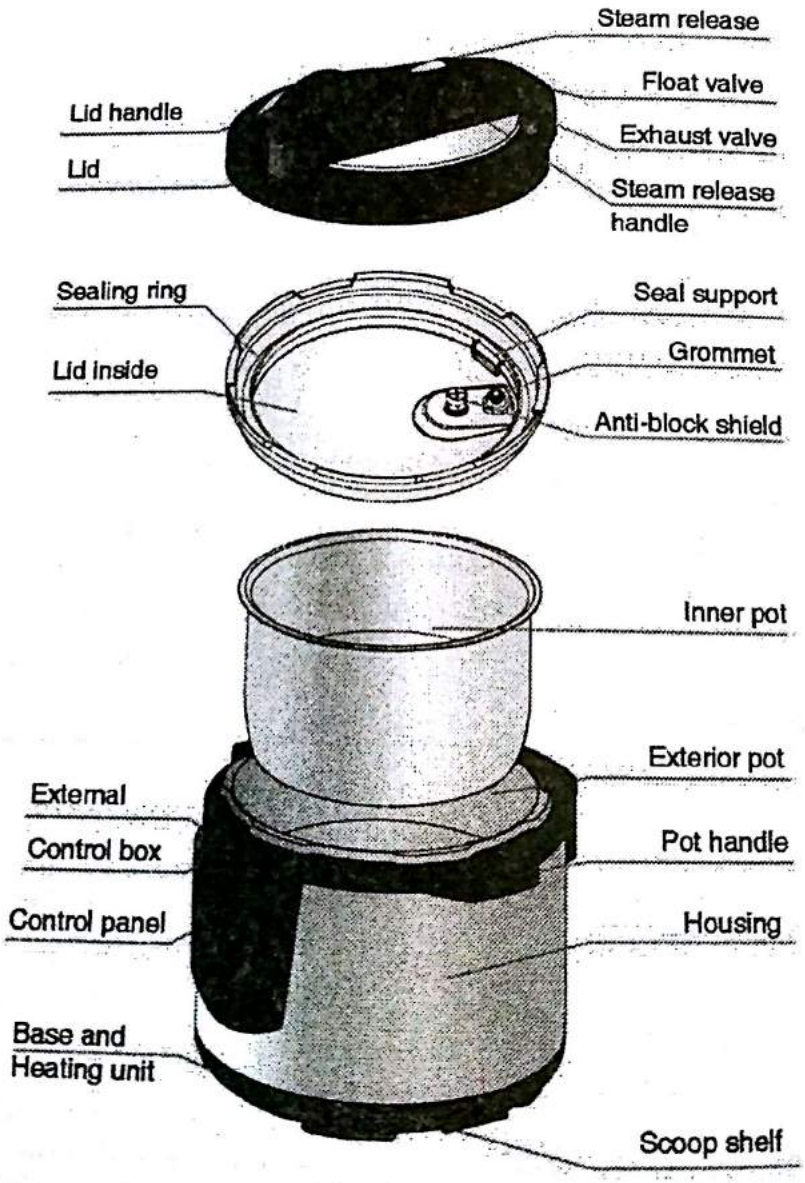

Fig. 5.15.1

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- The control panel of the electric pressure cookers is usually placed on the Housing so that it is easier of the user to monitor and control the cooking. It gives one touch access to the different cooking cycles supported by the electric pressure cooker.
- This control panel can also be called as the heart of the electric pressure cookers.
- The control panel is usually equipped with a built-in micro-processor which controls the temperature and pressure inside the pressure cooker.
- The control panels of some electric pressure cookers will cut-off the heating if any unnecessary pressure built-up is noticed.
- The housing will also have handles attached to it so that the electric pressure cooker can be lifted easily.

2. **Inner Pot**

- This is the vessel in which we have to put the food which is to be cooked. It is placed inside the housing while operating the electric pressure cooker.
- Inner Pot is removable and usually made up of Aluminum or Stainless Steel. Since Stainless Steel has lower thermal conductivity, inner pot made from stainless steel usually have copper-clad bottom so that heat spreads uniformly.
- Typically, the size of Inner Pot of electric pressure cookers is 3 liters (3 quart) to 6 liters (6.3 quart). Any size above this becomes difficult to handle and is usually not recommended.

3. **Lid**

- Lid is the top part of the electric pressure cooker which fits on the housing.
- The lid has a sealing ring placed between the lid and the housing. Because of this sealing ring an air tight chamber gets formed once the lid is firmly placed on the housing.
- Now when heat is applied to the electric pressure cooker, pressure starts to build up in the air tight chamber which results in cooking of the food.

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- In normal pressure cookers, there is always a chance that the lid might not get firmly placed on the housing resulting in the lid being blown off as pressure builds up.
- This is where electric pressure cookers have an advantage. Many of the modern electric pressure cookers do not start the heating till the lid is properly closed. This avoids any untoward incident.

4. **Safety Valves**

- Any excessive pressure inside the cooker is released through the regulator on the lid.
- If for some reason the regulator gets blocked due to food particles, there is usually a safety valve which provides an alternate way for letting the pressure out.
- Some electric pressure cookers have a rubber grommet with a metal insert on the lid.
- If pressure exceeds the defined limits, the shape of the rubber grommet gets distorted due to which the metal insert is blown off to release the pressure.
- Still if the pressure keeps on rising, the grommet itself is blown off to release the excessive pressure. This forms the last line of defence for any failure in the operation of electric pressure cookers.
- However, usually this line is never breached. Modern day electric pressure cookers control the pressure and keep it below the defined limits.

5.16 Torch

Definition

A torch is a light to be carried in the hand, consisting of some combustible substance, as resinous wood or of twisted flax or the like soaked with tallow or other flammable substance, ignited at the upper end.

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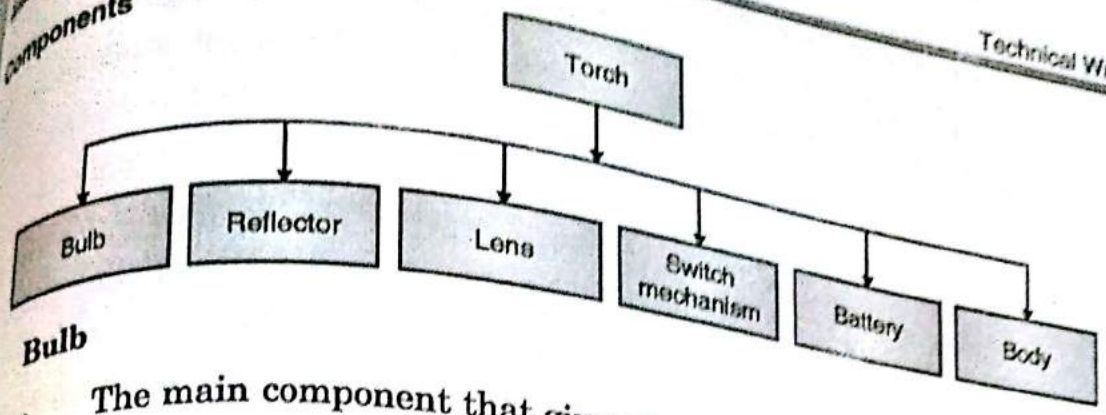

1. **Bulb**

- The main component that gives the light. The two most common types of bulb are Incandescent and Light-Emitting Diode (LED) bulbs.
- For most torch lights, the bulb is of incandescent type, where a tungsten filament is enclosed within a glass envelope filled with inert gases like halogen or xenon.
- Light-Emitting Diode (LED) bulbs are made of semiconductor substrates coated with phosphors, and are used because of their lower power consumption and very long lifespan.

2. **Reflector**

- A conical shaped piece of plastic or aluminium which is placed over the bulb in the torch light. The reflector is normally coated with a highly reflective coating, and the purpose of it is to direct the surrounding light emitted by the bulb forward.
- Depending on the texture of the coating, the light beam quality may differ from a high intensity beam to a wide area type of light.

3. **Lens**

- The optics placed in front of the bulb. The lens, which can be made from clear plastics or glass, is used mainly to protect the reflector and the bulb, and yet allow light to pass through.
- Glass are less susceptible to scratches, thus are preferred over the plastic counterpart.

4. **Switch Mechanism**

- The control component of the torch light. A switch allows the user to turn on the torch light only when necessary, thus conserving electric energy.

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- Some torch lights uses complex electronic circuitry within the switch, and allow special functions such as dimming and strobing to be achieved.

5. Battery

- Power source for the Electric Torch Light. The batteries required for the torch light depends on the bulb being used, and they come in various sizes, from AAA to D sized.
- Alkaline batteries are still widely used, but Lithium ones are picking up due to their highest capacity and smaller size.

6. Body

- Normally made of aluminum or durable plastics, the torch light body is used to hold all the other components in place.
- Several shape of the body is available in the market, and the most common ones are those in a "tube" form, which allows user to hold and operate the torch with just one hand.

Working

- When the switch of a torch is pushed into the ON position, it makes contact between two contact strips, which begin a flow of electricity, powered from the battery.
- The batteries are connected in such a way that electricity (flow of electrons) runs between the positive and negative electrodes of the battery.

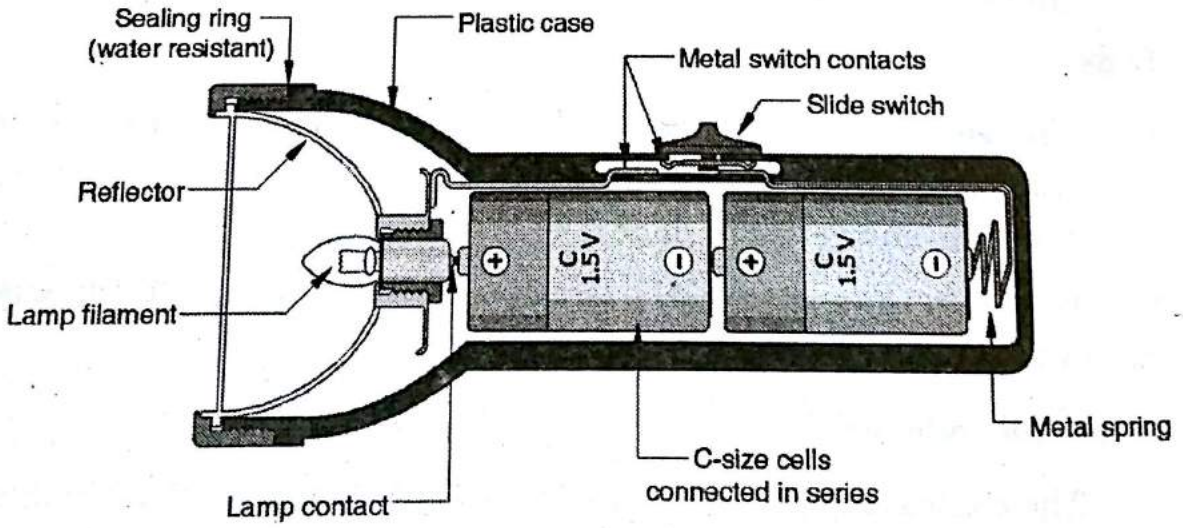

Fig. 5.16.1

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- The batteries rest atop a small spring that is connected to a contact strip.
- The contact strip runs down the length of the battery case and makes contact with one side of the switch.
- There is another flat contact strip on the other side of the switch, which runs to the lamp (light bulb), providing an electrical connection.
- There is another part connected to the lamp that makes contact with the positive electrode of the top battery, thus completing the circuit to the lamp and completing the generation of electricity.
- When activated by electricity, the tungsten filament or LED in the lamp begins to glow, producing light that is visible. This light reflects off of the reflector that is positioned around the lamp.
- The reflector redirects the light rays from the lamp, creating a steady beam of light, which is the light you see emitting from the flashlight. A clear lens covers the lamp on your flashlight so that the glass on the lamp does not get broken.
- When the torch switch is then pushed into the OFF position, the two contact strips are physically moved apart and the path for the electrical current is broken, thus ending the production of light, and turning your torch off.

5.17 Computer

Definition

MU - Dec. 2013, May 2014

- A computer is an electronic machine that processes information in other words, an information processor : it takes in raw information (or data) at one end, stores it until it's ready to work on it, chews and crunches it for a bit, then spits out the results at the other end.
- All these processes have a name. Taking in information is called input, storing information is better known as memory (or storage), chewing information is also known as processing, and spitting out results is called output.

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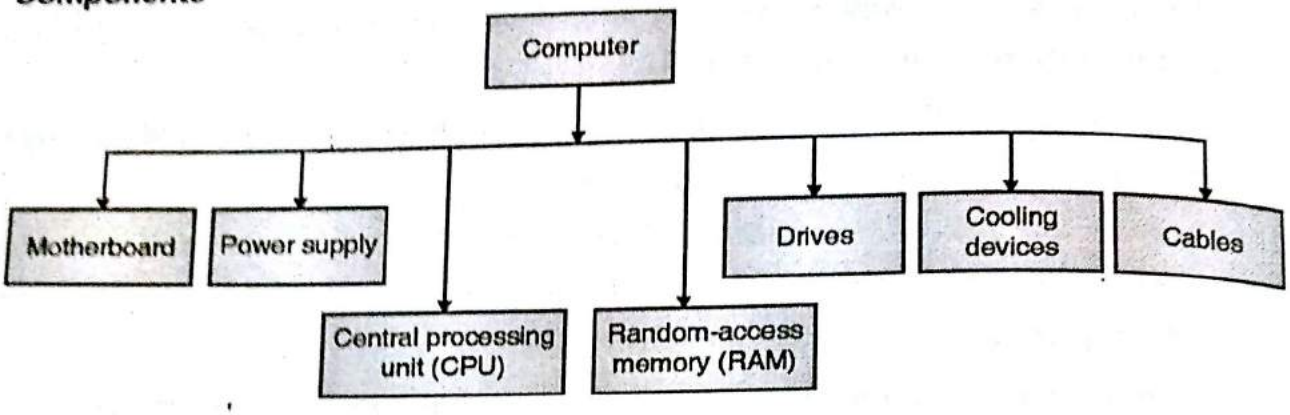
Components



1. **Motherboard**

- The primary circuit board inside your PC is its motherboard. All components, inside and out, connect through the motherboard in some way.
- The other components listed on this page are removable and, thus, replaceable without replacing the motherboard. Several important components, though, are attached directly to the motherboard.
- These include the complementary metal-oxide semiconductor (CMOS), which stores some information, such as the system clock, when the computer is powered down.
- Motherboards come in different sizes and standards, the most common as of this writing being ATX and MicroATX. From there, motherboards vary by the type of removable components they're designed to handle internally and what ports are available for attaching external devices.

2. **Power supply**

- Other than its CMOS, which is powered by a replaceable CMOS battery on the motherboard, every component in your PC relies on its power supply.
- The power supply connects to some type of power source, whether that's a battery in the case of mobile computers, or a power outlet in the case of desktop PCs.
- In a desktop PC, you can see the power supply mounted inside the case with a power cable connection on the outside and a handful of attached cables inside.

Scanned by CamScanner

- Some of these cables connect directly to the motherboard while others connect to other components like drives and fans.

3. **Central Processing Unit (CPU)**

- The CPU, often just called the processor, is the component that contains the microprocessor. That microprocessor is the heart of all the PC's operations, and the performance of both hardware and software rely on the processor's performance.
- Intel and AMD are the largest CPU manufacturers for PCs, though you'll find others on the market, too. The two common CPU architectures are 32-bit and 64-bit, and you'll find that certain software relies on this architecture distinction.

4. **Random-Access Memory (RAM)**

- Even the fastest processor needs a buffer to store information while it's being processed.
- The RAM is to the CPU as a countertop is to a cook: It serves as the place where the ingredients and tools you're working with wait until you need to pick up and use them. Both a fast CPU and an ample amount of RAM are necessary for a speedy PC.
- Each PC has a maximum amount of RAM it can handle, and slots on the motherboard indicate the type of RAM the PC requires.

5. **Drives**

- A drive is a device intended to store data when it's not in use.
- A hard drive or solid state drive stores a PC's operating system and software, which we'll look at more closely later. This category also includes optical drives such as those used for reading and writing CD, DVD and Blu-ray media.
- A drive connects to the motherboard based on the type of drive controller technology it uses, including the older IDE standard and the newer SATA standard.

6. **Cooling devices**

- The more your computer processes, the more heat it generates. The CPU and other components can handle a certain amount of heat.

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- However, if a PC isn't cooled properly, it can overheat, causing costly damage to its components and circuitry. Fans are the most common device used to cool a PC.
- In addition, the CPU is covered by a metallic block called a heat sink, which draws heat away from the CPU.
- Some serious computer users, such as gamers, sometimes have more expensive heat management solutions, like a water-cooled system, designed to deal with more intense cooling demands.

7. Cables

- All the components we've mentioned so far are connected by some combination of cables. These cables are designed to carry data, power or both.

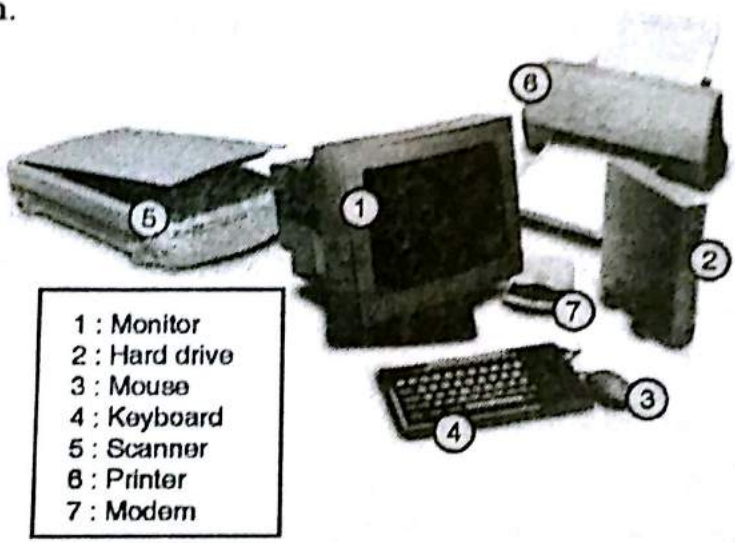


Fig. 5.17.1

- PCs should be constructed so that the cables fold neatly within the case and do not block air flow throughout it.
- A PC is typically much more than these core components. Next, we'll look at the ports and peripherals that let you interact with the computer and how you can add even more components using expansion slots.

Working

- You must first provide input when the computer starts. Then the system software tells the CPU to start up certain programs and to turn on some hardware devices so that they are ready for more input from you. This entire process is called booting up.

Scanned by CamScanner

- The next step happens when you prefer a program you want to use. You click on the icon or enter a command to start the program.
- Let's use the example of an Internet browser. Once the program has started, it is prepared for your instructions. You either enter an address (called a URL, which stands for Uniform Resource Locator), or click on an address you've saved already.
- In either case, the computer now knows what you want it to do.
- The browser software then goes out to find that address, starting up other hardware devices, such as a modem, when it needs them.
- If it is able to find the correct address, the browser will then tell your computer to send the information from the web page over the phone wire or cable to your computer.
- Finally, you see the web site you were looking for.

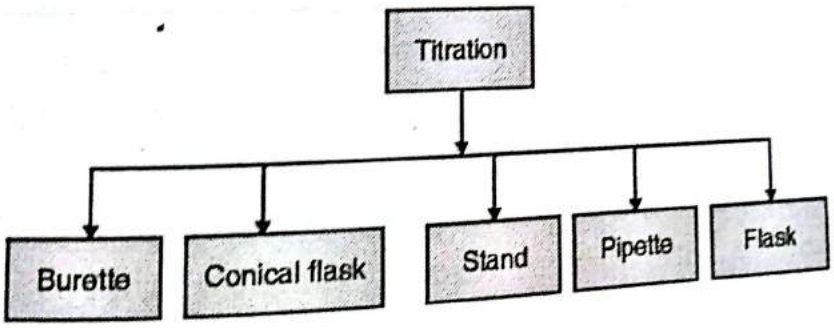
5.18 Titration

MU - May 2012

Definition

A titration is a technique or procedure of determining the concentration of a dissolved substance in terms of the smallest amount of reagent of known concentration required to bring about a given effect in reaction with a known volume of the test solution.

Components



Burette, conical flask, stand, pipette and flask.

MU - May 2013

Burette

A burette is a graduated glass tube with a tap at one end for delivering known volumes of a liquid. This is mostly used in the process of titrations.

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Working

- The whole apparatus is washed properly with water. The burette is also rinsed and then filled with HCL solution up to the required mark in such a way to consider with the lower meniscus. Ensure that all the air bubbles are removed.
- The pipette is then lined with NaOH solution. 10 ml is pipette out in a clean conical flask. Two drops of methyl orange indicator are added and the solution is titrated against HCL solution till the solution changes from yellow to orange. A pilot reading is taken followed by three constant reading.

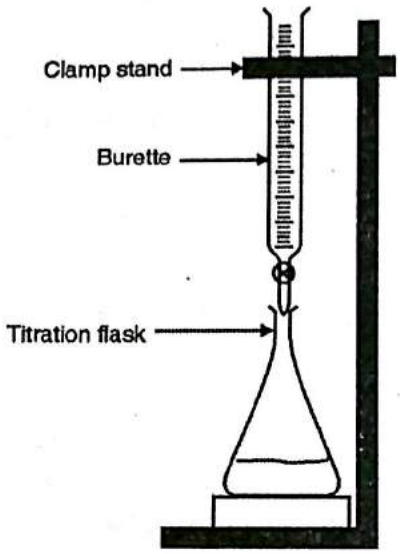

Fig. 5.18.1

5.19 Electric Bulb

MU - Dec. 2011

Definition

An electric bulb is a lamp consisting of a transparent or translucent glass housing containing a wire filament (usually tungsten) that emits light when heated by electricity.

Components

An electric bulb consist of a **metal base, an electrical conductor, a glass bulb.**

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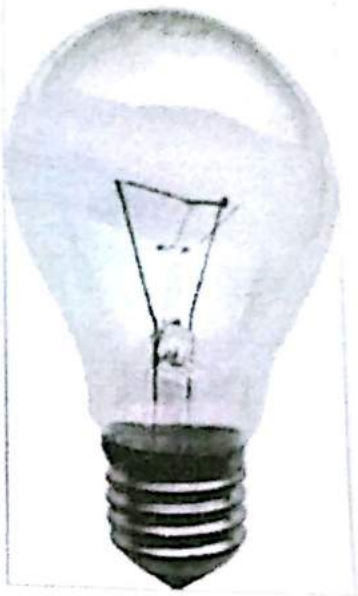
Working

- Light bulbs have a very simple and uncomplicated structure. At the base, they have two metal contacts, which connect to the ends of an electrical circuit.
- The metal contacts are attached to two stiff wires, which are attached to a thin metal filament. The filament sits in the middle of the bulb, held up by a glass mount.
- The wires and the filament are housed in a glass bulb, which is filled with an inert gas, such as argon.
- When the bulb is connected to a power supply an electric current flow from one contact to the other, through the wires and the filament.
- Electric current in a solid conductor is the mass movement of free electrons (electrons that are not tightly bound to an atom) from a negatively charged area to a positively charged area.



5.20 Electro Plating

Definition

- Electroplating is the process of plating one metal onto another by hydrolysis, most commonly for decorative purposes or to prevent corrosion of a metal.
- There are also specific types of electroplating such as copper plating, silver plating, and chromium plating.

Working

- Electroplating is the process of producing a metallic coating on a surface by electro deposition. This happens by the action of an electric presence. In this process, the metal to be coated on the surface from an electrolyte as cathode while the metal acts as an anode.
- In this arrangement, a low voltage direct current is used. Due to this, the anode gets gradually consumed over the cathode.

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- During the process, many additional agents are added to the electroplating bath to obtain a smooth and bright metal. The coating thus produced performs a dual function of protecting and providing decorative look to the surface.
- To get a good and firm adherent coating through electroplating it is necessary to subject the objects or components through the process of cleaning. To this is a mechanical treatment like sand blasting, wire busing etc. which results in a firm adhesion of the coating of the surface.

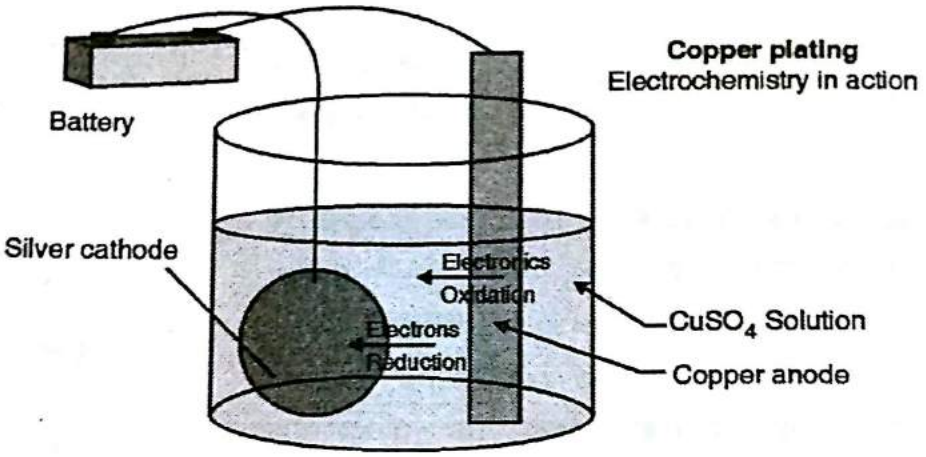

Fig. 5.20.1

5.21 Drill Machine

MU - Dec. 2011

Definition

- Drilling machines, also known as drill presses, are used for drilling different sized holes in a variety of materials at many different depths. It is a necessary tool in many types of industrial jobs and can perform several other functions aside from drilling.
- Tapping is one of the other functions a drilling machine performs, referring to drilling holes in pipelines that are under pressure. Spot facing refers to refining the edge of a hole to fit a bolt head or washer. Reaming makes holes more dimensional and improves the finished surface.
- Countersinking creates a space at the top of the hole to hold a bolt screw head in place. Counterboring makes an existing hole larger to fit the size of specific screws.

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Fig. 5.21.1

Components

The main operating parts of a sensitive machine/drill press are Base, Column, Table, and Drill Head.

Base	The base is a heavy casting that supports the machine structure; it provides rigid mounting for the column and stability for the machine. The base is usually provided with holes and slots which help to Bolt the base to a table or bench and allow the work-holding device or the workpiece to be fastened to the base.
Column	The column is a vertical post that Column holds the worktable and the head containing the driving mechanism. The column may be of round or box section.
Table	The table, either rectangular or round. Drill machine/press in shape supports the workpiece and is carried by the vertical column. The surface of the table is 90-degree to the column and it can be raised, lowered and swiveled around it. The table can be clamp/hold the required the workpiece. Slots are provided in most tables to allow the jigs, fixtures or large workpieces to be securely fixed directly to the table.
Drilling Head	The drilling head, mounted close to the top of the column, houses the driving arrangement and variable speed pulleys. These units transmit rotary motion at different speeds to the drill spindle. The hand feed lever is used to control the vertical movement of the spindle sleeve and the cutting tool. The system is called the sensitive drilling machine/press as the operator is able to sense the progress of drill with hand-faced.

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Working

The rotating edge of the drill exerts a large force on the workpiece and the hole is generated. The removal of metal in a drilling operation is by shearing and extrusion.

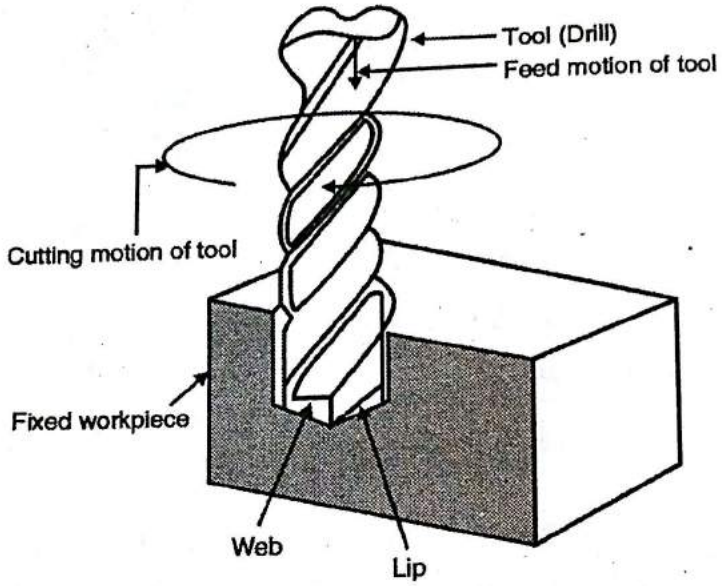

Fig. 5.21.2

5.22 Fire Extinguisher

MU - Dec. 2011

Working

A water extinguisher is like a giant water pistol, but instead of using pressure from your finger to fire out the water, it uses pressure from a trapped gas.

1. A ring or pin on the handle stops the fire extinguisher from being set off by accident. It also acts as a tamper-proof seal: if the ring is broken or missing, you know the extinguisher needs to be checked.
2. Inside the sturdy steel case, there's a canister containing high-pressure gas (orange with blue hashing).
3. Most of the extinguisher is filled with water (blue).
4. A tube runs right up the inside of the tube to a nozzle outside (gray).
5. The nozzle often ends in a piece of bendy plastic so you can easily direct it toward the base of a fire.

Scanned by CamScanner

Fig. 5.22.1 : Fire Extinguisher

6. To operate the extinguisher, you pull the ring and press the handle.
7. Pressing the handle opens a valve (shown here as a green arrow) that releases the pressurized gas from the canister.
8. The gas immediately expands and fills the inside of the extinguisher, pushing the water downward
9. As the water is pushed down, it rises up the tube
10. A jet of water emerges from the nozzle.

5.23 Photocopier and Overhead Projector

MU - May 2012

Photocopier

Step 1 :

- Turn the switch on the photocopier, which is usually located in the control panel or on one side of the machine. Wait for the machine to warm up, which usually takes a few minutes.

Step 2 :

- Lift the copy counter and place the document on the glass plate of the copier. You will find options on the edge of the glass plate of the machine to help you determine the position of the page.

Scanned by CamScanner

- To copy a page of A4, then choose the second option (horizontal) and place the page in the same position. For machines with document feeder, place documents in the feeder with their heads up (and without lifting the glass plate).

Step 3 :

- Once the documents are in the right position, select the desired number of copies with the help of keypad on the machine. Select color or black and white, as per requirement.

Step 4 :

- You may also need to select the paper size option. Most photocopiers have provisions for standard pages measuring 8 ½ "x 11". If you want larger prints in color pages, then you need to insert these roles separately.
- At the same time expand the page size can also have manual option to increase the ratio of the picture page of the document, if there is any image.
- The person using a photocopier often must learn to use it safely.

Step 5 :

- Once you are done with all settings and arrangements, it's time to copy the document. To do this, press the large button machine (usually green), which is the copy button in most photocopiers. Its pages are copied successfully.

Overhead projector

- Basic Operation Instructions for all Overhead Projectors :
  1. Place the projector on a flat, steady surface.
  2. The farther the projector is from the screen, the larger the image.
- Overheads with a standard 14" lens should be about 8 - 10 ft from the screen for a 6' wide image.
- Connect the power cord to an electrical outlet. If the projector is on a cart with an electrical extension, check the plugs for both the projector and the cart.
- Turn on the main power switch.
- A projector with a 2-position switch (on/off) will have a thermostatically controlled fan.

Scanned by CamScanner

- The fan keeps running after the switch is placed in the off position.
- Do not unplug the projector while the fan is running.
- Allow the projector to cool before moving it.
- Place transparency material on the platen (the glass plate on the top of the projector housing).
- Adjust the focus and the screen alignment.
- Adjust Focus with the focusing knob. Most focusing knobs are attached either to the lens head or the arm.
- The lens head moves up or down the support post as the focusing knob is turned.
- Adjust the image vertically on the screen by tilting either the head at the top of the arm or the mirror on the head.
- Adjust the image horizontally by moving the projector right or left.
- If the lamp burns out, the projector has a Quick-Change Lamp lever. Some are easy to see, the one in this picture is well hidden. Look for an instruction sign on the projector, too.
- Turn off the lamp.
- Find the lever.
- Move it to the opposite position.
- Turn on the lamp.

5.24 Digital Camera

MU - May 2016

Definition

- A digital camera records and stores photographic images in digital form. Many current models are also able to capture sound or video, in addition to still images.
- Capture is usually accomplished by use of a photo sensor, using a charged coupled device (CCD).These stored images can be uploaded to a computer immediately or stored in the camera for to be uploaded into a computer or printer later.

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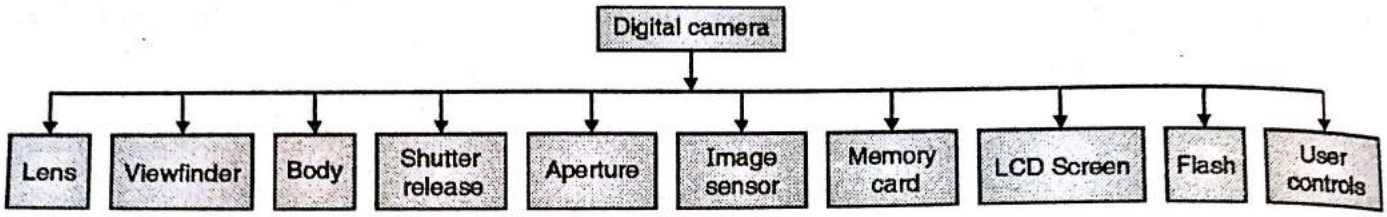
- Images may also be archived on a photographic compact disc or external hard disk. Most digital cameras have a LCD for viewing both images in the viewfinder and those in the camera's memory.
- Kodak, Canon, Sony, Nikon, Olympus and several other companies make digital cameras.

Components



1. Lens

The lens is one of the most vital parts of a camera. The light enters through the lens, and this is where the photo process begins. Lenses can be either fixed permanently to the body or interchangeable. They can also vary in focal length, aperture, and other details.

2. Viewfinder

The viewfinder can be found on all DSLRs and some models of digital compacts. On DSLRs, it will be the main visual source for image-taking, but many of today's digital compacts have replaced the typical viewfinder with an LCD screen.

3. Body

The body is the main portion of the camera, and bodies can be a number of different shapes and sizes. DSLRs tend to be larger bodied and a bit heavier, while there are other consumer cameras that are a conveniently smaller size and even able to fit into a pocket.

4. Shutter Release

The shutter release button is the mechanism that "releases" the shutter and therefore enables the ability to capture the image. The length of time the shutter is left open or "exposed" is determined by the shutter speed.

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5. **Aperture**

- The aperture affects the image's exposure by changing the diameter of the lens opening, which controls the amount of light reaching the image sensor.
- Some digital compacts will have a fixed aperture lens, but most of today's compact cameras have at least a small aperture range. This range will be expressed in f/stops.
- For DSLRs, the lens will vary on f/stop limits, but it is usually easily defined by reading the side of the lens.
- There will be a set of numbers stating the f/stop or f/stop range, ex: f/2.8 or f/3.5-5.6. This will be your lowest settings available with that lens.

6. **Image Sensor**

- The image sensor converts the optical image to an electronic signal, which is then sent to your memory card.
- There are two main types of image sensors that are used in most digital cameras: CMOS and CCD. Both forms of the sensor accomplish the same task, but each has a different method of performance.

7. **Memory Card**

- The memory card stores all of the image information, and they range in size and speed capacity.
- The main types of memory cards available are CF and SD cards, and cameras vary on which type that they require.

8. **LCD Screen**

- The LCD screen is found on the back of the body and can vary in size.
- On digital compact cameras, the LCD has typically begun to replace the viewfinder completely.
- On DSLRs, the LCD is mainly for viewing photos after shooting, but some cameras do have a "live mode" as well.

Scanned by CamScanner

9. Flash

The on-board flash will be available on all cameras except some professional grade DSLRs. It can sometimes be useful to provide a bit of extra light during dim, low light situations.

10. User Controls

- The controls on each camera will vary depending on the model and type.
- Your basic digital compacts may only have auto settings that can be used for different environments, while a DSLR will have numerous controls for auto and manual shooting along with custom settings.

Fig. 5.24.1 : Digital Camera

5.24.1 Working of Digital Camera

- Digital cameras look very much like ordinary film cameras but they work in a completely different way.
- When you press the button to take a photograph with a digital camera, an aperture opens at the front of the camera and light streams in through the lens. So far, it's just the same as a film camera. From this point on, however, everything is different.
- There is no film in a digital camera. Instead, there is a piece of electronic equipment that captures the incoming light rays and turns them into electrical signals. This light detector is one of two types, either a Charge-Coupled Device (CCD) or a CMOS image sensor.
- If you've ever looked at a television screen close up, you will have noticed that the picture is made up of millions of tiny colored dots or squares called pixels.

Scanned by CamScanner

- Laptop LCD computer screens also make up their images using pixels, although they are often much too small to see. In a television or computer screen, electronic equipment switches all these colored pixels on and off very quickly.
- Light from the screen travels out to your eyes and your brain is fooled into see a large, moving picture.
- In a digital camera, exactly the opposite happens. Light from the thing you are photographing zooms into the camera lens. This incoming "picture" hits the image sensor chip, which breaks it up into millions of pixels.
- The sensor measures the color and brightness of each pixel and stores it as a number.
- Your digital photograph is effectively an enormously long string of numbers describing the exact details of each pixel it contains.
- You can read more about how an image sensor produces a digital picture in our article on webcams.
- There is a way to turn photos from an ordinary film camera into digital photos by scanning them. A scanner is a piece of computer equipment that looks like a small photocopier but works like a digital camera.
- When you put your photos in a scanner, a light scan across them, turning them into strings of pixels and thus into digital images you can see on your computer.

5.25 Laptop Computer

MU May 2015 May 2016

- A **laptop computer also called a notebook computer** by manufacturers is a battery- or AC-powered personal computer generally smaller than a briefcase that can easily be transported and conveniently used in momentary spaces such as on airplanes, in libraries, temporary offices, and at meetings.
- A laptop typically weighs less than 5 pounds and is 3 inches or less in thickness.

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Working

- A laptop is a portable alternative for those computer users who are always on the move, or who desire a unit with a smaller form factor.
- Computer components within laptops are typically not as powerful as the components within large, full-sized desktop computers, due mostly to the fact that the components within laptops must be streamlined and made smaller so as to fit into the much more confined space.
- Cooling is of course a large concern with laptops, as all computers must stay adequately cooled and make use of fan(s).
- Specifically, with laptops, however, components must be optimized to generate little heat, even less heat than desktop counterparts. As such, the smaller components of the laptop need also be more power efficient, as power hungry components can provide dangerous levels of heat within a laptop.
- Due to the smaller nature of laptops, their components are less powerful because of the necessary streamlining involved.
- Depending on the model, graphics cards may be less powerful, processing speed of the CPU may be slower, RAM (temporary memory), which lies behind the speed and ability to run multiple programs at once may be lower, and hard drive space (permanent memory) is also likely to be affected negatively. (Hard drives are not always necessary, with some newer laptops such as the MacBook Air offering solid state drives).
- Also, unlike desktops, the portable nature of laptops assures that they rely on an included battery to run, unlike desktops.
- However, these lithium ion batteries may (and must) be charged eventually by plugging a power adaptor into an electrical socket, and during these periods the laptop is tethered exactly as if it were a desktop.
- Aside from being equipped to store much of the same information and run many of the same programs as a desktop, laptops also connect to the Internet in the same manner.
- Dial-up modems, wired broadband solutions (Ethernet) and wireless connectivity via included wireless cards are all available on laptops, depending on the model, with the dial-up modems gradually being phased out of most modern laptop designs, and instead added upon request by

Scanned by CamScanner

adding a surcharge to the overall total cost of the computer. Additionally, many laptops provide for Bluetooth connectivity.

- Ports and drives on laptops also mirror their desktop cousins. USB ports, firewire ports, and audio in/out jacks are all hallmarks of laptops.
- Additionally, disk drives ranging from CD/DVD read/write drives to even the inclusion of high-definition Blu-Ray drives with some PC laptops are featured on laptop models.
- However, users should buy laptops with all the features they require in mind, as it is typically more difficult to update a laptop than a desktop, often due to the access to necessary features such as the hard drive or RAM, depending on the specific unit.

5.26 Welding

MU - May 2016

Process of welding

1. **Gather your materials**

   You should have a welding machine, electrode holder with lead, ground clamp with lead, electrodes, and metal to be welded. You will also need are a chipping hammer to get rid of the slag and a wire brush to clean the welds.

2. **Put on your safety gear**

   - This includes a welding helmet (shade #10 or higher), welding jacket or cotton sweatshirt, pants without cuffs, work boots, gloves, and safety glasses.
   - DO NOT wear tennis shoes, frayed clothes, pants with cuffs, a t-shirt, a shirt with open pockets, or sleeveless shirts.

3. **Prepare the area to be welded**

   - Remove all flammable material and find a good surface to weld on. Although you can put the ground connection right on the piece you are welding, most shops have a large metal workbench that the ground is hooked up to.
   - If there are other people present, set up welding curtains around the work area. This will protect them from UV damage.

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4. Set up the machine

Most welding machines are fairly straight forward. You should most likely be using an amperage of around 90-120 amps, although this should be adjusted for metal thickness and electrode diameter.

5. Use the correct electrode

- **DCEP (Direct Current Electrode Positive)** sets the arc to go from the metal to the electrode, heating the metal more.
- **DCEN (Direct Current Electrode Negative)** has the reverse effect. For stick welding, DCEP will give your weld more penetration. You should select the electrode appropriate for AC or DC welding, depending on your machine. Make sure the electrodes are dry.
- Electrodes used for DCEP are E6010, E6011, E6013, E7014, E7018, and E7024. AC (alternating current) electrodes are E6011, E6013, E7014, and E7018AC.
- E6010 and E6011 are especially useful for rusted, painted, or dirty metal that you can't clean.
- E6013 is an all-purpose electrode that is great for projects where the joints fit poorly.

6. Clean the metal before welding

- This can be done by brushing the surface(s) to be welded with a wire brush or a grinder. Remove as much rust or paint from the metal as possible.
- Use acetone to clean oils off the metal, especially aluminum.
- DO NOT use a chlorinated solvent, as the reaction when heated with a welder can kill you instantly.
- Just because the metal is shiny, doesn't mean it is clean. Use a hard grinding disc to remove the layer of mill scale and get down to the bare metal. This is most applicable to steel.

7. Set the joint

Use clamps and vises to ensure that the joint you are welding is precisely and firmly held together.

Scanned by CamScanner

8. **Strike a welding arc**

- This is accomplished by tapping the metal and quickly pulling up or striking it like a match. You are completing the circuit and pulling away, which causes the electricity to jump from the electrode to the metal.
- Most modern welding helmets allow you to see clearly until you strike the arc, and then darken automatically to protect your eyes from UV damage. Some older or cheaper helmets just use a tinted lens that is too dark to see through unless welding. In this case, you should find where you want to start welding and flip the helmet down with your other hand, then strike the arc.

9. **Build up a weld pool**

- When a stable arc can be maintained, ignore the end of the electrode and instead watch the pool of molten metal. To create a good pool, you should stay where you started for a second or two before moving.
- The arc gap should be no wider than 1/8" from rod tip to metal. This gap dimension should be maintained by feeding or gently pushing the electrode toward the molten weld puddle. If the gap gets too wide, it will lead to excessive spatter.

10. **Start moving the weld pool across the metal**

- Keep the electrode at an angle a few degrees shy of 90°. Don't travel too fast; as a general guide you want to use about an inch of electrode for each inch of weld. When moving the weld pool, you can go in a straight line (a stringer bead) or move around in small circles.
- It is important to maintain a constant arc length, or distance from the tip of the electrode to the metal. This can be hard at first since the electrode is constantly burning down.
- Continue moving the pool towards the end of the metal. Again, make sure your travel speed and arc length are steady.

11. **Finish the weld**

Pull the electrode back from the metal and allow it a few seconds to cool. The metal will still be very hot at this point, but it should no longer be red hot.

Scanned by CamScanner

12. Clean the slag

- Slag is a residue left from the welding process. During the weld, the slag protects the hot metal from contaminants. The slag covering does not cool at the same rate as the weld bead, which can cause the slag to pop off the weld. Use the chipping hammer to break the slag off the weld.
- Safety glasses should be worn while welding so that when the shield is raised the eyes are protected.
- Tap the slag only hard enough to loosen the slag and avoid putting hammer marks in the new weld.
- Use the wire brush to clean the weld. Remove as many excess particles as possible, especially if you are going to do another pass.

13. Examine the weld

A welder's first welds are often poor and do not take stress well. However, practice changes this. Make another pass to fix any gaps or incomplete welds.

14. Allow the metal to cool

If this is only practice, dipping the metal in water will cool it faster. Cooling in water will make the weld brittle, so allow any structural welds to cool by air instead.

5.26.1 Effective Instructions for Welding Two Pieces of Metal Together

MU - May 2011

1. Clean surface dirt, grease, oil and corrosion from end of auger where welds will be made in notches of connector.
2. Insert auger into connector and hold in place with one notch up.
3. Wrap a wet cloth or a piece of felt around the cable as close as possible to your weld. This will prevent the high temperature in the welding area from spreading into the cable causing the cable to become brittle. Keep the wet cloth on until the connector has cooled. Do not quench.
4. Strike arc and hold so the weld penetrates the auger coil partway then puddles up to melt the walls of the notch.

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5. Stop when the puddle is about flush or a little above the surface of the connector.
6. Rotate snake and repeat on opposite side.

Review Questions

Q. 1 List the elements of instructions.

Q. 2 Describe process of writing instructions.

Q. 3 Explain characteristics of good instructions.

Q. 4 Compare caution and warning.

Q. 5 Write a short note on Bunsen Burner.

Q. 6 Describe micrometer with components and working.

Q. 7 Describe following objects by giving definition, diagram, description and working :
i. Drill Machine ii. Electric bulb iii. Fire Extinguisher

Q. 8 Describe following objects by giving definition, diagram, description and working :
i. Min drafter ii. Water tap iii. Thermometer

Q. 9 Describe following objects by giving definition, diagram, description and working :
i. Refrigerator ii. Sewing machine iii. Vacuum cleaner

Q. 10 Describe process of welding.

Q. 11 Describe torch object by giving definition, diagram, description and working.

5.27 University Question and Answers

May 2011

Q. 4(a) Write a complete set of effective instructions for welding two pieces of metal together. **(Section 5.26.1)** **(9 Marks)**

Q. 6(a) Describe any one of the following objects with a definition, diagram, description of parts and working : i) Mini drafter ii) Water tap iii) Micrometer. **(10 Marks)**
(Sections 5.4, 5.5 and 5.6)

Dec. 2011

Q. 5(c) Describe following objects by giving definition, diagram, description and working : **(10 Marks)**
i. Drill Machine ii. Electric bulb iii. Fire Extinguisher
(Sections 5.21, 5.19 and 5.22)

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May 2012

Q. 4(a) Write a technical description of a clinical thermometer OR a mini drafter. **(Sections 5.7 and 5.5)** **(9 Marks)**

Q. 4(a)OR Write a technical description of the process of titration. **(Section 5.18)** **(9 Marks)**

Q. 6(a) Write operating and maintenance instructions for use of a photocopier OR an overhead projector. **(Section 5.23)** **(7 Marks)**

Dec. 2012

Q. 6(c) Write the technical description of an 'Electric Iron' with a neat labeled diagram. **(Section 5.13)** **(6 Marks)**

May 2013

Q. 4(b) Define the following objects : Electric iron, tube light, table fan, burette. **(Sections 5.13 and 5.18)** **(4 Marks)**

Ans. :

1. **Tube light**

A tube light is a glass tube which has an electrical discharge that is maintained in a tube containing a gas such as neon, mercury vapour, or sodium vapour at low pressure. Gas atoms in the discharge are struck by electrons and fluoresce.

2. **Table fan**

A fan is a device for agitating air or gases or moving them from one place to another.

Dec. 2013

Q. 2(c) Define the following : (i) Computer (ii) Electric Iron (iii) Calculator. **(Sections 5.11, 5.13 and 5.17)** **(3 Marks)**

May 2014

Q.1 (d) Explain the difference between caution and warning, giving an example for each. **(Section 5.2.5)** **(2 Marks)**

Q. 6(a) Define the computer. **(Section 5.17)** **(1 Mark)**

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Dec. 2014

Q.1 (c) Classify the following statements as instruction, caution, warning and note :

1. Always use good quality printing paper for better results.
2. Do not touch the connections with wet hands.
3. Set the knob to "Regular wash".
4. Do not expose camera lens to direct sunlight.

(Q. 5.2.1) **(2 Marks)**

Q. 2(c) The following is a description of the process of recording videos on a handycam. Change it into a set of numbered instructions.

A cassette is inserted into the camcorder. The lens cap is removed. The button marked OPEN is pressed to reveal the LCD panel. The POWER button is switched down to light up the CAMERA-TAPE lamp. The REC START/STOP button is pressed. The recording is started. The same button is pressed to stop recording.

(Q. 5.2.2) **(3 Marks)**

May 2015

Q. 2(iv) Define the terms : Barometer; laptop.**(Section 5.25)** **(2 Marks)**

Ans. :

Barometer

A barometer is an instrument which can be used for measuring the atmospheric pressure that can be used for forecasting the weather and determining altitude.

Dec. 2015

Q. 1(d)(i) Construct the technical definition of the following with the given key words.

Microscope – optical instrument, combination of lenses, magnified images. **(1 Marks)**

(Section 5.14)

May 2016

Q. 4(c) Describe the process of welding. **(Section 5.26)** **(4 Marks)**

Q. 6(b) Describe any ONE of the following objects giving definition, diagram, components and working of digital camera OR laptop computer. **(5 Marks)**

(Sections 5.24 and 5.25)

□□□

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Module 6

CHAPTER 6

Information Communication Technology

Syllabus

Information Communication Technology (ICT) enabled communication media : E-mail, Blog and Website.

Syllabus Topic : Information Communication Technology (ICT) Enabled Communication Media : E-mail, Blog and Website

6.1 Information Communication Technology (ICT) Enabled Communication Media

- Technology has come to exert an ever-increasing impact on communication in today's time. More and more companies, large and small are trying to incorporate the latest technology into their operations.
- So much so, educational institutes are also making use of technology for teaching and have started many academic courses which include technology based practical components in their curriculum.
- Technology plays a very vital role in the various functions of an individual life and organization. Technology based communication serves as a link among people in organizations as well.

It helps to connect people internally and externally of the organisation.

Technology is completely changing the face of companies and their ways of interaction. Information can be exchanged easily by using emails, faxes,

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voicemails, social and business networking sites such as Orkut, Twitter, LinkedIn, Facebook along with blogs which are maintained by individuals.

- Meetings can be conducted successfully using teleconferencing and videoconferencing where people are connected through the globe.
- Presentations are rarely made without using computers and the latest technology. To top it all, the internet gives us an ocean of information to divulge in and carry out our research.
- In today's times, the computer can be considered as the most technologically advanced machine that every office is heavily dependent on. It can be widely used to make letters, proposals, memos, reports etc. In other words, it can be said that the entire corporate industry is gradually going paperless.
- For communicating, telephones, mobile phones, facsimile machines, computers, laptops and personal digital assistants can be easily used.

Telephone

- The telephones that are available today help us by being user friendly. There are landlines installed in many offices. Some of these phones help record messages in case the calls are not answered.
- Telephonic conversations help in reaching out to those people who do not prefer face to face communications as well.
- Although the telephonic communication has its own set of disadvantages of not providing the visual feedback, it provides the vocal cues like tone, pauses, interruptions and pitch which can give some idea about the senders reaction.

Mobile phone

- Mobile phones have become an addiction today. The mobile phone is no longer a gadget used for making only calls. It is loaded with plenty of features such as emailing, multimedia, internet, contacts, calendars, calculators, applications, programs and interactive games.
- Offices make use of cell phones as it provides options like call waiting, call recording, conferencing, voicemail and video chatting, all these facilities can be easily be used by an average office-goer as well.

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- What kind of application or feature one needs can be easily selected by the network operator at a nominal price? The market is intensely competitive that one can select from a vast range of popular features as well.
- One of the most important things while deciding a mobile phone connection is to see its network coverage and reception area where the phone is going to be used the most, such as home or workplace.

Advantages of mobile phone

1. The major advantage of a mobile phone is that it helps people connect with each other at any time and in any place.

   For example : even if a person is not in the office, it is no longer difficult to communicate with him through a mobile phone. Also at times, if there is a pressing and urgent situation then a call or text can be sent conveying the decision rather than sending someone to visit personally. Mobiles let people remain connected constantly. Even if someone is outside the office premises, he can be continuously connected to the people or staff inside the office.

2. The biggest advantage of this technologically advanced cell phone is that it is loaded with information. It helps you retrieve all your important information within seconds. The cell phone helps you save important dates and events on your calendar which may be forgotten in your memory. Also the cell phone helps you take pictures of important documents and see them whenever or wherever you want.

Emails

- Another very important form of digital messaging is through emails. The history of emails goes up to nearly three decades.
- Emails are predominantly used by all sections of the globalised world for communicating, marketing and passing information.
- Emails can be used for marketing. This is considered as a formal system of communication.
- The software's available for email marketing allow the user to create professional email newsletters, build and manage unlimited email lists, create and send online surveys and enable them to track emails.
- Email marketing helps companies in reducing their expenses on marketing expenditures and helps them to take their business worldwide.

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Groupware

- Groupware is technological based communication software where several people can make documents, keep track of projects, and also handle deadlines.
- Groupware is very vital to the current theories of team based organizations in which hierarchies are broken down, hence allowing teams to work interactively from their individual locations.
- Groupware symbolizes a basic shift in the communication culture and is a threat to the traditional methods of work which follow rules of privacy, hierarchy, interpersonal meetings, reports and memos.

6.2 Blogging

- The internet along with its software has made it extremely easy for everyone to publish content and make it accessible to millions of people. As a result of this, people are now given a platform where they can voice their opinions to a massive audience.
- In the recent years, one of the biggest examples of this has been the stupendous growth of web logs (blogs) which have the ability to make publishing for anyone possible without the typical cost and hindrances associated with traditional media.
- Blogging is currently the most common form of social media. Nearly 100000 new weblogs are created each day. It was a term coined by Jorn Barger in 1997. A blog is a frequently updated online personal journal or diary.
- It is a place to express yourself to the world. It's a place where you can share your thoughts and your passions.
- We can say that a blog is your own website that you are going to update on an ongoing regular basis. Blog is a short form for the word "weblog" and the two words can be used interchangeably.

A blog can be defined as

"The first journalistic model that actually harnesses rather than merely exploits the true democratic nature of the web. It's a new medium finally finding a unique voice."

- Andrew Sullivan

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- The world of blogs and bloggers is known as the blogosphere which has evolved rapidly since its commencement. Blogging has become a progressively popular technological tool within an educational framework.
- With the rapid betterment of information and communication technology, almost all of the higher education institutions and schools have prepared themselves with new hi-tech tools.
- Hence, all instructors and teachers are faced with the dispute of integrating these tools into the classroom setting for effective teaching and learning.
- It is well known that if teachers do not have enough technological and pedagogical acquaintance, they cannot fully exploit these tools for improving the teaching and learning processes.
- Even though the institution provides theoretical understanding about how to use these technological tools, it is not possible to say that teachers have enough opportunities to practice this knowledge during their education, or that instructors use these tools adequately enough because of their large work load and class size.
- Blogs provide people opportunities to make public their thoughts, opinions and feelings in an online environment. No special technological skills are required to develop, revise and publish entries while using blogs.
- Blogs generally share the following features :
  - Individual ownership
  - Posted updates displayed in reverse chronological order
  - The archival of old posts
- **Blogs have some features which disconnect it from a web page.**
- It allows for easy construction of a page, easy filtering of content for presentation by date or category, and it allows the blog creator to invite and add other authors to the blogs (Nedeva and Nedev, 2010).
- The technological and functional features of blogs authorize them to be used for different purposes such as reflective thinking, collaboration, interactivity and as an educational tool.
- Blogs can be used to heighten reflective thinking because blog posts are sequenced chronologically and allow users to see how their thinking has changed over time (Ellison and Wu, 2008).

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- **Reflection can be defined** as a domestic change brought on by thinking or writing, and by exchanging ideas and reflecting together with others (Clarke, 2003).
- It helps students to express themselves and to practice valuable knowledge and skills.
- In a study, it was found that using blogs is an effective tool for appealing teachers in reflection and communication with their colleagues (Ray and Hocutt, 2006).
- The usefulness of blogs permits users to distribute their learning experiences by posting articles, accepting comments, providing links and getting feedback. Blogs also allows social and peer interface among teachers and their instructors.
- It can also be stated that "blogging provides a means for students to connect in smaller groups to overcome the anonymity of a large lecture hall, working together to create a community of learning."
- Blogs also have the competency to strengthen social networking and meaningful discussions amongst practicing teachers allowing them to interact with each other by letting their peers and instructors add comments to their blog entries.
- By doing this, they not only can create their own personal site, but they also can create a highly collaborative and synergetic one.
- It is very often found that students who expressed themselves through blogs have the prospective to increase interactivity and meaningful intellectual exchange between other students.
- Using blogs also allows a teacher to better appreciate their students' struggles with the syllabus. It also encourages students to engage in deep and productive reflection during their studies so as to be competent in their subject matter.
- Students can benefit from the structure of a blog in several ways.
- A blog provides students with an opportunity to demonstrate critical thinking skills and to employ language and writing principles that expresses analytical thought and comprehension.
- It gives students a podium from which creative risks can be taken.

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- Blogging can be used as a stepping stone to let the world know of student ideas and stories. It serves as a notebook to boost student confidence among other people.
- As students tend to be inexperienced and lack knowledge about certain topics, blogging helps them to start researching about a specific field so that they can learn as fast as adults do.
- Blogs are commonly perceived as little more than an Internet message board. The educators argue, however, that unlike message boards, a blog gives its creator a predominant space to express individual views, while message boards do not.
- Message boards highlight a group's thoughts more than they do the thoughts expressed individually.
- Simply put, blogs provide a stage for a single author, while message boards provide a stage for a group of individuals. This trait makes blogging more worthy educationally.
- Any kind of supplemental information for the smooth running of the classroom can also be checked through blogging.
- For example, in addition to official written correspondence between teachers, students and parents, a blog can serve as a central location that contains material appropriate to the class, such as calendars of events, assignment recaps and course syllabi, lecture details etc.
- With its ability to support digital photos and videos, a blog can also be a gathering ground for students to view images and video of class activities, such as experiments or field trips.
- Although it is crucial for businesses today to have their presence in social media, one other aspect of content marketing that businesses should be making use of is having a company blog site.
- Blogging can not only be a fun activity for writers, but it can also allow businesses to share their level of expertise with customers, which they enjoy. In fact, according to a recent survey by **60%** of businesses who blog acquire more customers.
- One of the most important reasons that companies should have a company blog site is that it fuels your Search Engine Optimization (SEO). Search

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engine sites enjoy seeing valuable content and as a result you will get rewarded for doing so and show up higher in search results.

- When you publish a new blog post, you are adding one more indexed page to your website, which allows for more opportunity to show up in search engines and drive traffic to your website in an organic search. This, in turn, boosts your overall sales with more people visiting your company website.
- Posting blogs frequently also acts as a signal to Google that your company page is actively being updated and they should check out your page for new content to put higher up on a search engine page.
- Another reason why blogs are so beneficial for businesses is that they help keep your social media pages active and popular. Blogs act as the center of your social media as it is a great source for content.
- When developing your social media content calendar, blogs act as an excellent source to share content, as well as drive users back to the website.
- It also helps prevent the content writers from constantly trying to come up with additional social media content. This also helps with getting the conversation going with your audience to share their thoughts or comments about the blog posts via social media channels as they encourage feedback.
- With blogs assisting in increasing the amount of traffic going towards your website, this can also help turn this traffic into new leads.
- When a customer goes to your company website to see your blog post, they are able to take a look inside your company, get a gauge for the brand's voice and personality, and want to find out more about your company and services.
- As a result, new customers will be more likely to check out additional pages to your site to find out more information.
- In addition, blog posts allow companies to include a lead generating call to action link at the end of the articles which typically give customers a free offer in exchange for their personal information. And after reading your blog post and seeing your level of expertise and brand voice, customers will feel more apt to sharing that information.
- Whether your company already has blog or not, it's important to recognize the importance and benefits that they offer for your business.

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- Blogs give customers an inside look into your company, and give an overview of your brand's story illustrating your company values and goals, as well as your business' voice and personality. This helps give your customers an opportunity to feel a personal connection to your brand, and build trust with the content you deliver, which in turn helps build a loyal customer base.
- Blogs are cost-effective, as each post is a long-term asset, they create free PR for your company, and assist in generating leads.

6.2.1 Blogging and Viral Marketing

- Just like how blogs can be used as a natural link to attract customers, similarly viral marketing can also be extremely useful as a viral component for your marketing strategy online.
- With important and engrossing content, people begin recognizing and getting linked to your website.
- The blogosphere is an interconnected environment and therefore items that become famous or interesting are talked about and shared amongst bloggers.
- Over time, people start recognizing your website and eventually your brand name spreads far and wide.
- Once the word of mouth spreads, it can have its own set of advantages and disadvantages. One of best examples of blogosphere is the Dell Hell scenario which shows how brands can be influenced negatively.
- In this incident, when blogger Jeff Jarvis had a bad customer service experience with Dell computers.
- Like any other blogger, he wrote down his entire experience on his blog and the news spread quickly to everyone to the point that the incident was even published in print in Business Week. Dell did not reply to all this news and the negative comments continued to pour in. Jeff's complaints continued and came to be termed as Dell Hell and a recent study by responsesource.com has shown that Dell has sustained long term damage to its brand name and secondly that the cheerleaders for the poor reputation of Dell's customer services, are bloggers.
- This shows that blogs can hold a high level of power. Thus, it becomes very important for brands to hold a high reputation online. If they fail to do so, their image can be tarnished causing long term damages. Online Reputation Management is something that all companies need to be taking care of.

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6.2.1.1 Podcast

- Now days, sending audio files over the internet has become a craze. Podcast allows for distribution of information in the form of audio to an audience when they want it, where they want it and how they want it.
- Another term for Podcast could be "push" audio content. This "push" is for a selected audience or an "on-demand" audience.
- Another way of seeing podcast are downloaded audio files intended for listening on the move.
- Podcast can be seen whenever new content is made available. Once you are a subscriber, new content can be seen immediately. You just require an iPod or nay MP3 player for listening, thus the word podcasting.
- People add podcast to their blogs and websites daily. Businesses also use them for general communication and training their employers. They can be heard in the car, airport, park, or wherever one feels comfortable.
- The content of the Podcast is also important. Specially, in today's time, when content is king. The content on podcast should be carefully crafted by keeping the listener and their listening habits in mind.

6.2.1.2 Vodcast

- Vodcast is a term standing for "Video On Demand". It could mean video casting, video podcasting and video blogging. But all of them make use of the same technology called RSS (Rich Site Summary).
- In order to publish a Vodcast, video files have to remain on the server and special enclosure tags must be used in an RSS feed. vodcasting is very much different from simple video files online.
- Vodcast is a video file which uses a different format than other regular video files. This special format is only compatible on special devices. Apart from this, whenever a new Vodcast appears on your RSS feed, RSS readers or iPods automatically locate the new file and allow you to see and listen to it.

6.2.2 Advantages of using blogs in office

The following are the advantages of using blogs in office :

1.	Control	2.	Liability

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1. **Control**

- A corporate blogging policy states exactly what information may or may not be posted about the company in a blog.
- **For example** : The policy may require key employees to identify themselves when posting or to disclose their pseudonym to the organization, allowing the company to check any inappropriate activity more easily. The policy can also include specific requirements to protect company information, safeguard trade secrets and refrain from posting identifying details about employees. Staff should be put on notice that failure to adhere to the blogging policy will result in disciplinary action, up to and including dismissal from employment. Explicitly stating the severity of the consequences for an employee's failure to cooperate provides him with an added incentive to comply.

2. **Liability**

- The existence of a blogging policy with detailed instruction on what the company considers legally permissible can help the company to avoid liability in the event an employee posts something inappropriate.
- **For example :** The policy should instruct employees to refrain from posting any comments that could be considered libelous or defamatory. Inform staff that they should not post comments that could be perceived as harassing or retaliatory, and instruct each employee to accompany posts with a disclaimer that his opinion is solely his own as an individual and does not reflect the official position of the company. If the company is publicly traded, instruct staff that blog posting must not violate any mandatory "quiet period."

6.2.4 Disadvantages of using blogs in office

The following are the disadvantages of using blogs in office :

1.	Enforcement	2.	Marketing

1. **Enforcement**

- Putting a policy into place is one thing, but enforcing the blogging policy is a whole different matter.

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- Monitoring a variety of blogs, comments and posts is a time-consuming potentially full-time task that may not be cost-effective for the organization.
- Decide how much time the company wants to invest in ensuring compliance with the policy. You may decide not to monitor the policy at all, and trust employees to comply.
- Bear in mind, however, that without consistent enforcement of the rules each time a violation occurs, the organization's ability to discipline a particular employee for violation of the policy weakens.

2. **Marketing**

- Blogging is an informal way for an employer to reach out to a segment of its customer base and chat with consumers about the company. Used skillfully, the blog can be a useful marketing tool for the organization.
- However, imposing a stringent blogging policy on exactly employees can talk about, or which comments the company must moderate deleting unflattering customer opinions instead of responding to them, for example can make the blog seem impersonal and insincere.
- As a result, an overly strict blogging policy can actually have a negative impact on marketing efforts.

6.3 Emailing

- **Electronic mail (E-mail) allows you to send a message to a person without having any direct contact or without knowing the location of that particular person.**
- **Subscribers to this service are called as users.**
- The use of Email has been ground-breaking in the world of business communication as information is quickly passed along with immediate efficiency and effectiveness.
- Employees and students are able to access information from a computer or phone nearly anywhere and anytime.
- Although E-mails cannot and should not replace face-to-face communication or any other form of communication, the use of E-mails can be seen as the

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most common form of exchanging digital messages over computer networks across the world.

- The use of email within a business can greatly increase productivity for employees and can be a quick way to expand sales as well.
- More companies are using email communications as part of the advertising mix to communicate and network with its target markets. Internal emails can function as an effective communication for dividing basic information among peers and co workers.
- Sending simple messages to a whole workforce with just the click of a mouse is fast, easy, convenient and can save the company money.
- If saved, the email can function as testimony of a message sent or received, and is easily accessible to remind the recipient of pertinent information.
- Many businesses use email as part of its marketing efforts to share information with prospects, customers, vendors etc.
- It cannot be denied that the use of email is seen of great importance in the world of business communication.
- Daily, millions of emails are sent from companies to customers and suppliers or from employees to their managers or from one coworker to another coworker.
- The reason for this can attributed to the immediacy with which emails can be sent and received almost instantaneously, irrespective weather the receiver is just a few block away or residing in another part of the world.
- It is because of this that email communication is used widely internally and externally, as it makes transmission and dissemination of important information faster and easier.
- E mails get stored in the user's inbox, unless they are deliberately deleted. It only takes a few seconds to track down a specific message due to email software and webmail software.
- Due to this, it becomes very convenient to extract information from email communication. This retrieval is much better than the use of printed documents at the same time is cost effective.
- The cost difference is especially important when mass communication needs to be done. Email becomes one of the cheapest ways through which businesses can communicate, both internally and externally.

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6.3.1 Process of Email

MU - May 2013

Step 1

- Log in to your Gmail account so that you are on the dashboard (main page) of your mail account.

Step 2

- Click **Compose**.

Step 3

- A new blank email window will open up. In the 'To' box, type in the email address of the recipient.

Step 4

- You might want to include someone else in your email to 'keep them in the loop'. You can do this by clicking **Cc** or **Bcc**, which will open another field. 'Cc' means 'carbon copy' and 'Bcc' means 'blind carbon copy'.
- Adding an email address to the 'Cc' field means that that person will receive a copy of the email and all the other recipients will see their email address.
- If an email address is put into the 'Bcc' field, the person will get a copy of the email but no other recipient will see that address.
- If you are sending the same email to lots of different people, it's a good idea to put all the email addresses in the 'Bcc' field to keep your 'mailing list' confidential. That way, there's no chance that it could fall into the hands of a spammer or hacker.

Step 5

- The subject field allows you to give the recipient an idea of the topic of your email, like a heading. You don't have to put anything in the subject box, but it can help when viewing and sorting email.

Step 6

- Email text can be formatted in a similar way to text in a word document. You can change the font style, colour and size using the formatting icons. You can also create bullet points and check the spelling of your email. Choose your formatting from the menu shown.

Step 7

- Type your message in the main body field of your email.

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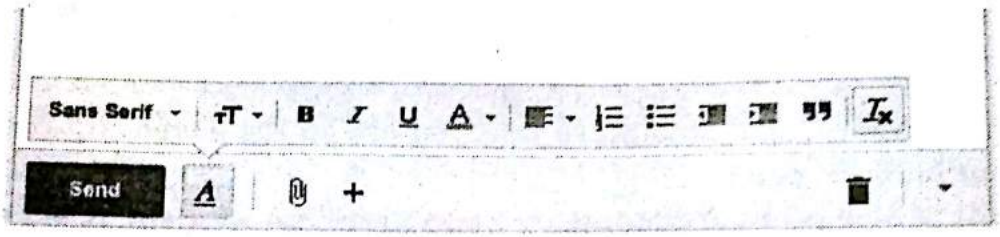

Fig. 6.3.1

Step 8

- When you're happy with your email, click the blue **Send** button at the bottom of the compose window.

Step 9

- The email you've sent will now be stored in the 'Sent Mail' folder on your Gmail dashboard. You may have to run your mouse pointer over the Inbox folder link to see the other folders.

Step 10

- You may start an email but then decide to come back to it later rather than sending it straightaway. Gmail saves your drafts automatically. So, you can simply close the email and the unfinished email will be saved to your 'Drafts' folder.
- When you decide that you're ready to send it, you can retrieve it from the 'Drafts' folder by clicking **Drafts** and then clicking the correct item in the 'Drafts' folder list. Finish the email and click **Send** as normal.

6.3.2 Tips for Emails

The following tips are essential when using emails for communication :

1.	Think Before Your Write	2.	No Bad News
3.	Take it Offline!	4.	Don't Shout!
5.	Chain, Chain, Chain...	6.	Patience is a Virtue
7.	Emotional responses	8.	Lacks the Personal Touch
9.	Misunderstandings	10.	No Respite
11.	Pressure to Reply	12.	Spam
13.	Sucks up Your Time	14.	Too Long
15.	Viruses		

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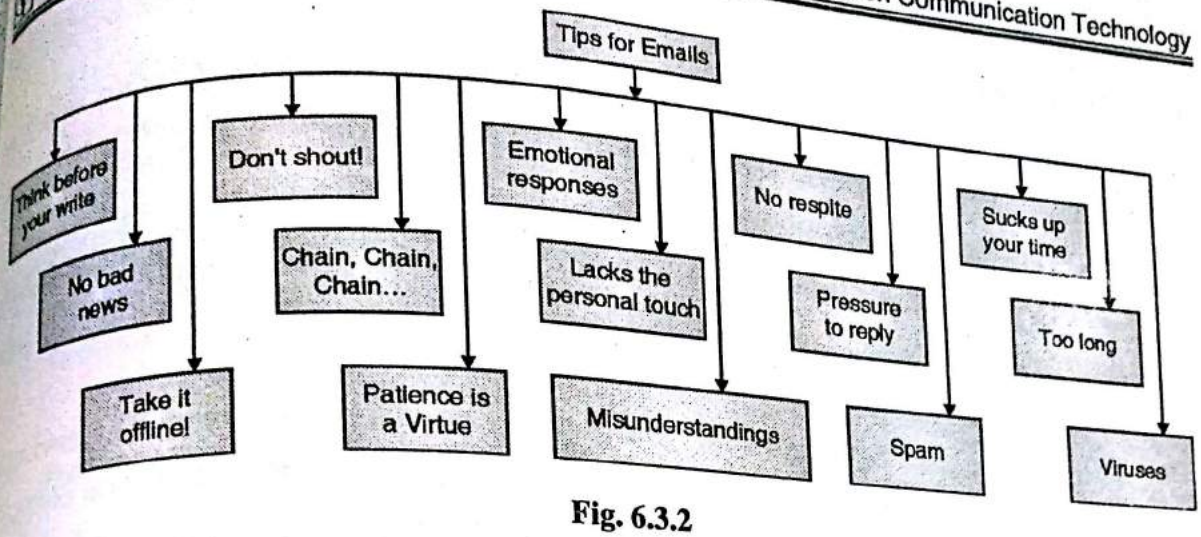

Fig. 6.3.2

1. Think Before Your Write

- Once the email has been sent, you cannot repossess it or take it back. It can be printed, saved, forwarded, or otherwise shared by the recipient much more easily than other types of communication.
- Messages posted in a public medium can be read by a large number of people. Before sending an email, be sure to give careful and detailed deliberation to what you wish to say and how you wish to say it.
- When composing the message, try to envision how the recipient will interpret your words.
- Always review your message before you send it to ensure that your meaning is clear and the email is conveying exactly what you really want to say.
- Never write anything in an email that you would not want to have publicized widely. Never use email to convey anything that, if forwarded or overheard, could be damaging or embarrassing.

2. No Bad News

- Avoid using email or electronic bulletin boards to convey bad news or controversial information. Email should never be used to criticize, reprimand, evaluate, or fire someone.
- Public forums should not be used to denounce, degrade or spread rumours about others people or companies.

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3. **Take It Offline!**

- Personal conflicts should by no means be addressed using email or electronic bulletin boards. They are finest handled privately either in person or by telephone.
- Never initiate an email message or act in response to someone else's message when you are angry, frustrated or tired. If required, take some time to cool down and reflect on the situation.
- It may also be helpful for you to delay sending a message (by saving it as a draft) for at least an hour while you gain clarity about the issue.
- Avoid sending email that contains angry outbursts, abusive or insulting language, sarcasm, irony, and certain types of humour that could be misinterpreted by readers.
- As a rule of thumb, if you would not say something in person, don't say it online.
- Should you receive an email message that you sight negatively, take some time to think about it preceding to responding.
- With email, it is so easy to fire off a defensive, curt or bad-tempered reply without taking time to reflect on the condition or to consider the best means of responding.
- A speedy response can be quite costly and can ruin your chances of finding an equally satisfying solution to the conflict.
- Is it possible that you may have misunderstood the person's meaning? It may be helpful to speak to the sender or to an impartial person, such as the Ombudsperson, to determine other ways to interpret the message.
- Be sure to save the messages you send, just in case you are caught up in a dispute with someone.

4. ***Don't Shout!***

Caught AVOID TYPING IN ALL CAPITAL LETTERS. This practice signifies shouting and may be interpreted as being rude and offensive.

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5. **Chain, Chain, Chain...**

- Many people dislike receiving jokes and junk mail (unsolicited messages) electronically. In some instances, sending such email may be considered a form of harassment.
- If you prefer to send or forward such email, be sure that you identify your recipients and that they welcome it.
- Chain letters (which encourage you to forward them to several other people) are not only frustrating, but also time wasting.

6. **Patience is a Virtue**

- After you send a message, be sure to allow plentiful time for the receiver to read and respond to your E-mail. You cannot presuppose that the recipient will read the E-mail as soon as he or she receives it.
- Despite its plethora of advantages and benefits, there are some disadvantages to the use of E-mails as well. They are:

7. **Emotional responses**

Some emails may cause the receiver to become upset or angry. A reply in the heat of the moment cannot be easily retracted, but it can cause lasting damage.

8. **Lacks the Personal Touch**

Some things are best left un-typed. Email will never beat a hand written card or letter when it comes to relationships. Although Email saves time but it cannot be compared to the personal touch coming from interpersonal communication.

9. **Misunderstandings**

This is caused from the Email people send, who do not take the time to read what they write before clicking 'send'. Time is wasted, either to make clear or, worse, acting on the misinterpretation of the message.

10. **No Respite**

Your email inbox is like a garden; it needs to be constantly maintained. Leave it and will continue to grow. Ignore it at your peril!

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11. Pressure to Reply

Once it's in your inbox, you feel an ever-increasing obligation to act on it. Procrastinating doesn't make it go away. Do it, dump it or delegate it.

12. Spam

Having to deal with spam and spoofs is one of the worst avoidable time wasters online. One needs to use some anti spam software.

13. Sucks up Your Time

Over checking messages is very common and leads to killing a lot of time. Better to check once or twice a day.

14. Too Long

How long *is* too long? It's hard to say exactly, but the longer it goes on, the harder it is to take in. Email is appropriate to brevity - keep it short and sweet.

15. Viruses

A virus could dangerously affect your computer. If you want to know how to use email effectively, it's worth learning how to deal with these.

6.3.3 Advantages and Disadvantages of Email

Advantages of using email

1.	Speed	2.	Availability	3.	Cost-Effective

1. Speed

- When you need to get an important message to a client or business associate who is located thousands of miles away, one of the fastest ways to do it is by email.
- The advantage email has over the telephone in communication speed is that you can send attachments with an email that contain important documents or even a presentation to clarify your message.

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2. **Availability**

- Thousands of email messages can be archived into folders on your computer or handheld communication device such as a cell phone to be retrieved when you need them.
- The convenience of email prevents you from having to keep file folders filled with papers and it makes your important correspondence portable.

3. **Cost-Effective**

- Aside from the cost of your Internet connection, email is free. You can send as many messages, files, videos, documents and presentations as you want without having to pay anything.
- It significantly reduces your company's shipping and postage costs.

Disadvantages of using email

1.	Vulnerability	2.	Accessibility	3.	Emotionless

1. **Vulnerability**

- It would take a manual effort on the part of someone to access all of your important printed documents and destroy them. But all of your emails and important information can be lost with a simple hard-drive crash.
- If you store your email information on another server, then you could lose your data if that site goes down or out of business.

2. **Accessibility**

- When someone hands you a business letter, you are the only person that receives that letter. An email can be intercepted by a hacker or go to an incorrect email address and wind up in someone else's inbox.
- Your sensitive information and messages are very accessible to hackers and even unsuspecting recipients when you use email.

3. **Emotionless**

A disadvantage of email is that people tend to treat it like a conversation because email can happen so quickly and they begin to use slang terms and

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try to carry on conversations via email. Because email recipients cannot see each other, the emails do not have any voice inflection or emotion that can help with proper interpretation.

6.4 Websites

- A Web site is a related anthology of World Wide Web (WWW) files that includes a beginning file called a home page. A company or an individual tells you how to get to their Web site by giving you the address of their home page.
- From the home page, you can get to all the other pages on their site. A web browser is mandatory to gain access to the internet.
- A web browser is a software application that enables a user to display and access information which is located on the web page. Microsoft Internet Explorer and Mozilla Firefox are the two leading web browsers.
- Once a browser is installed, access to the internet can be obtained through an **Internet Service Provider (ISP)**.
- By using websites, it is easier to use and check E-mails. An e mail is an electronic mail which can be used for sending, receiving and saving messages over the internet.
- A website may contain a video, image, data which can be seen and downloaded by a large number of people. This information can also be put into a 'shared location' for instant use by colleagues on the same network.
- Website based communication technology enables business and project teams to share documents, scheduling tools, and other information.
- Such collaboration occurs in a wide variety of areas including scientific research, software developments, conference planning, political activism, and creative writing.
- A large number of social networking websites has made it very convenient for people or organisations which are geographically apart, to share information in a lot of different forms.
- People come together to share their information and experiences on various topics through social networking websites like Facebook, Twitter, Orkut, LinkedIn, WAYN as well as blogs which are usually maintained by people who are regulars on events and activities.

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- Websites allow people to remain connected to each other through regular updates and feedbacks.
- Websites have also made **Business to Business (B2B)** and **Business to Consumer (B2C)** very handy and convenient for companies.
- Some of the established companies like Amazon.com and eBay have successfully grown due to the efficient and low cost advertising made possible due to websites.
- Websites have revolutionized shopping by spreading information to a vast target audience simultaneously. People can now book online and receive their products within a couple of days, or download books or documents instantly.
- Websites provide the facility for cyber marketing where companies can market their products to specific people or specific group of people.
- For example, if the company has access to a person's browsing history and knows that he/she mostly looks for flowers and books online, they will send him/her mailers only about these products and will avoid sending irrelevant information about other products that are not the interest of the person.
- Through websites, distance education has become completely revolutionized.
- Institutes that offer distance education host websites which offers complete education and support to students about the courses, assignments, examinations and schedules.
- Some institutes also make provision for the submission of assignments online and examination facility, that the entire experience of distance education becomes very pleasant for the students.
- Web classes can also be useful for professionals who wish to learn and educate themselves further. This web software can make the online classes interactive and dynamic similar to the face to face communication experience.
- Websites also provide online tutoring from companies such as Tutorvista.com, Vienova, Kidspan, Planettutor, Tutorbene, etc – help students in various subjects.
- It is also become very easy to bank through websites. Banks host their own websites, which in turn offer a vast range of services, such as checking

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account balances, determining status of issued or deposited cheques and carrying out fund transfers between different bank accounts.

- Known banks also tie up with various other service providers, such as mobile cellular service providers or the electricity department and facilitate online payment of bills. This not only saves time but also gets the work done efficiently and systematically.
- One of the most useful applications of websites is the facility of booking of railways, airways, cinema, and other ticket reservations. One can also submit various kinds of forms such as the income tax form or passport application forms.
- Thus, through the internet, websites have made communications much easier and secured. With just one click, bookings, reservations, documents, shopping, education, learning, business, social interactions, etc all can be achieved.

6.4.1 Advantages and Disadvantages of Websites

Advantages of websites

1. Reaching a Wider Audience
2. Anyone, Anywhere and Anytime
3. Easy Access to Business Information
4. Keeping It Fresh
5. Publicity and Advertising
6. Links From Others and Viral Marketing
7. Securing Your Brand Online

1. Reaching a Wider Audience

- The first and perhaps most obvious advantage of a business website is the need for reaching a wider audience.
- The internet is used by literally millions of people, all of them are looking for something and some of them might be looking for you!
- Building a website for your business will mean that you could potentially reach these otherwise unreachable customers.

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- Your business might be local, but you might have the potential to sell your products or services to a wider market, whether it be to people in the next town, the nation as a whole or even the international market.
- Data shows that internet shopping is still on the rise, so taking your business online will potentially allow you to take advantage of the growth and expand your business.
- Even if you have no intention of using a business website to sell, you still might want to let customers know about your business.
- People commonly research businesses online before actually visiting the business location. So, having a well-designed website will help encourage them to come and visit you or be able to find your business in the first place.

2. **Anyone, Anywhere and Anytime**

- An advantage of having a website is your business information and details about your products and services can be accessed by anyone, no matter where they are on the planet or what time of day it is.
- The internet is online 24 hours a day, 7 days a week. So even if your business *is not* open your website will be!
- If you have a contact form or another way for people to be able to contact you even if it is as simple as your e-mail address on your website, then people can potentially get in contact with you, whether you're in front of a computer or not.
- In the modern age, people are using their mobile phones more and more to browse the internet, find out about businesses and even buy products.
- So, even if your website is just a short description of your business it might help customers find your location while they are on the move. This is especially important for restaurants, pubs and other eateries, but is also a relevant consideration for most other businesses.

3. **Easy Access to Business Information**

- With a website, customers can easily have access information about your business.

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- They can see what products or services you sell, your prices, your location and much more. Whatever you decide to tell them, they can find it with a few clicks of a mouse.

4. **Keeping It Fresh**

- Once a website is designed, you can keep it up-to-date to be relevant to your business and encourage more visitors (and potential sales). More and more people are using a blog to promote their business.
- In fact, research shows that Businesses That Blog Get More Traffic. So, using a blog to keep content fresh and attract attention could mean a big difference to your business.

5. **Publicity and Advertising**

- You may think of the advantages of a website in terms of advertising and publicity for your business. The costs of having a business website are actually quite low.
- An affordable website design may cost you a cheap amount and then you need a suitable domain name and good quality webhosting and you are ready to go.
- The ongoing costs are minimal, but the potential return on investment could be quite significant.
- Think of your business website in terms of advertising for your business and you'll be more likely to see the value.

6. **Links From Others and Viral Marketing**

- With a website and the current use of social media and marketing, it is quite possible for a good idea, clever product or business service to go "viral".
- Word spreads like wildfire across the internet and even the smallest business can get worldwide recognition without any effort on their own part.
- Viral marketing is a boom in recent years. Our recent article (Old Spice Viral Marketing Boosts Sales By 107%) demonstrated how a simple campaign by Old Spice significantly increased their sales. With a website, you too have the potential to do the same!

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- If your business is good, people will link to it, people will talk about it and they will share their thoughts. Recognition of your business and your brand will grow.

7. **Securing Your Brand Online**

- Having a website for your business is not just an advantage; it's an essential way to protect your business brand online.
- Stake your business claim on the internet or someone else will! There is a risk that if you don't have a business website and secure a domain name relevant to your business then someone else will do it for you.
- The act of Cybersquatting is now less prevalent since the introduction new laws to combat it, but there is still a risk of someone innocently taking your preferred domain name.
- Others with a gripe against your business might use a website or social media accounts to damage your business reputation. Getting there first will allow you to protect and secure your business brand online.

Disadvantages of a Business Website

There are a few disadvantages of having a website for your business. Generally, though, they are outweighed by numerous advantages.

1. Reliability
2. Crashes and Uptime
3. Difficultly Reaching The Right People
4. SPAM
5. Bad Publicity
6. Taking Advantage of a Business Websites

1. Reliability

- The information on your website might be unreliable if not updated on a regular basis.
- You need to ensure that changes are made when necessary and have a disclaimer with regards to the reliability of the information contained within.

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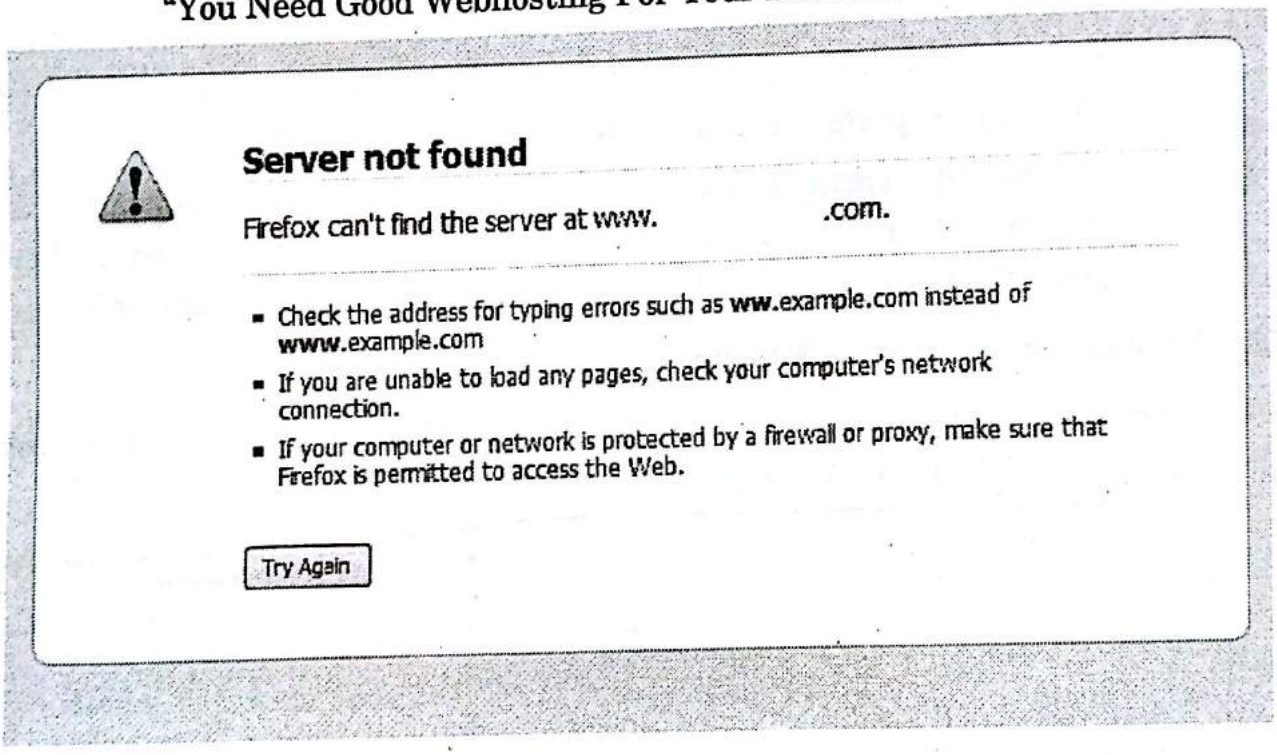
2. Crashes and Uptime

- A website that crashes is no good to anyone. This is a serious disadvantage for a business.
- If your website is constantly crashing or unavailable, then people will not be able to find information about your business and you could miss out on potential sales.
- An unreliable connection could also mean a plummet in a website search engine ranking. This is the reason why.

"You Need Good Webhosting For Your Business".



3. Difficultly Reaching The Right People

- Because of the nature of the internet and the sheer number of businesses already on the World Wide Web, you may find it difficult to reach the right target audience with your website.
- Competition within your market may be strong and the battle for the illusive No. 1 spot on Google maybe a difficult one, against a wealth of other businesses in your sector. This is not always the case and there are ways around it such as using our Competitor Insight service to learn the competitions secrets and targeting "long-tail" keyword.

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- While Search Engine Essentials can help improve your ranking and put your business on the right footing.

4. SPAM

- We all hate spam. The internet equivalent of junk mail.
- This is one of the disadvantages of a website which can cause you some grief.

5. Bad Publicity

- Having a website risks attracting bad publicity. If a customer is unhappy with your service or products, then they may feel the need to vent their frustrations online and reference your website in their review/comments.
- This could be potentially damaging, hurting both your reputation and your search engine ranking.
- Of course, *not* having a website won't prevent such things happening but it might allow you to monitor and be aware of it.
- Providing the best possible customer care and learning from your clients feedback is the best possible course of action to combat this problem.

6. Taking Advantage of a Business Websites

- As you can see, the advantages of a business website far outweigh the disadvantages.
- The potential for business exposure, advertising and increased sales should be too good for any business to pass up.

Review Questions

Q. 1 Define blog term.

Q. 2 Explain blogging.

Q. 3 Define email term.

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Q. 4 Explain process of email.

Q. 5 Describe tips for email.

Q. 6 Describe websites in detail.

6.5 University Question and Answer

May 2013

Q. 5(a) Describe the process of sending an email. **(Section 6.3.1)**

(5 Marks)

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