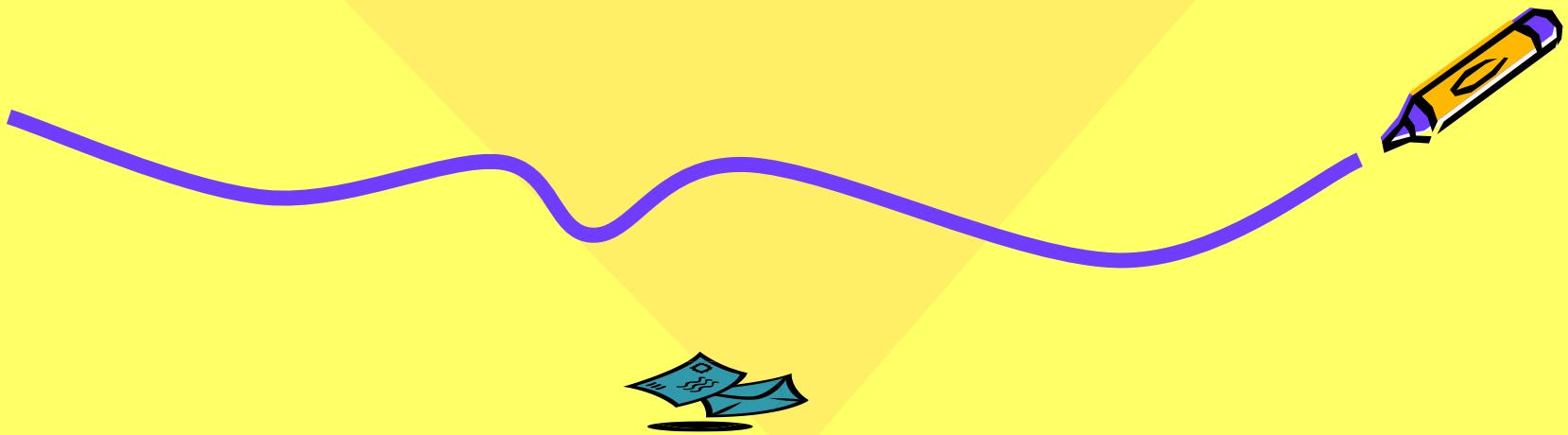


# BUSINESS LETTERS



# Introduction



- Letter writing is an important question in the Functional Skills paper.
- Everyone must know how to write a letter.
- A letter is one person's written message to another, pertaining to some matter of common concern.

## 2 The Principles of Effective Business Writing

### The Seven “Cs”

- ★ **Completeness**
- ★ **Concreteness**
- ★ **Clarity**
- ★ **Conciseness**
- ★ **Courtesy**
- ★ **Considerateness**
- ★ **Correctness**



Letters are of two types –



1. Formal Letter

2. Informal Letter

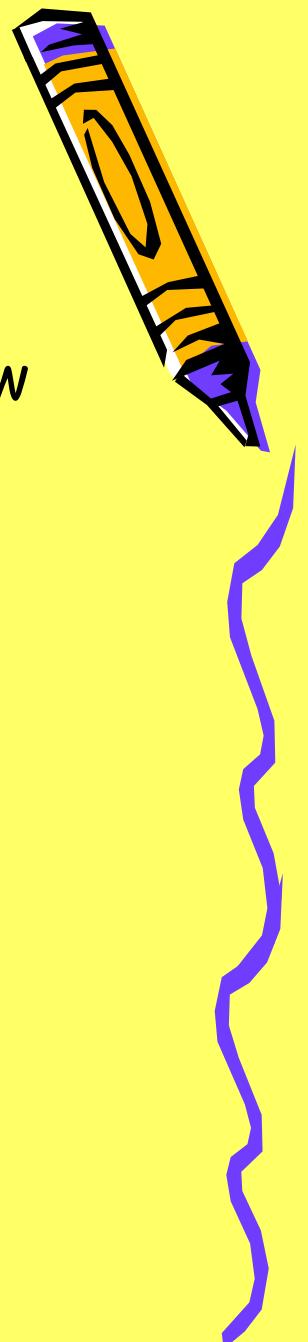
## FORMAL

- To people you don't know
- To an organisation such as a bank or the council
- Possibly letters of complaint or letters asking for information



## INFORMAL

- To people you know such as friends or relatives



# Formal Letter



- ❖ A Letter written for a formal purpose is called a Formal letter.
- ❖ It addresses a serious issue.



- What is the meaning of sales letter?
- A sales letter is a form of direct marketing that's designed to attract potential customers to your product or service. It tells new prospects who you are and how your company can benefit them



- What do you mean by credit letter?
- A letter of credit, or a credit letter, is a letter from a bank guaranteeing that a buyer's payment to a seller will be received on time and for the correct amount.



- Why is a claim letter written?
- A claim letter is a persuasive letter sent by a customer to a business or agency to identify a problem with a product or service and can also be referred to as a letter of complaint.

# Types of Formal letter



- Letter to the editor / Government / Police, Principal
- Order letter / Complaint letter
- Inquiry letter
- Business letter
- Application letter for job
- Letter to the Bank manager
- Invitation letter / Resignation
- Leave Application

# FORMAL LETTER FORMAT



- A Formal Letter strictly follows the prescribed Format
- Use of colloquial words, abbreviations and slang language should be restricted.
- It must be precise and to the point.
- The Subject line is very important in a Formal Letter.

# The Format of a Formal Letter is as follows



- **Date:** The date is written below the sender's address after leaving one space or line.
- **Sender's address:** The address and contact details of the sender are written here. Include email and phone number, if required or if mentioned in the question.
- **Receiver's address:** The address of the recipient of the mail (the officer / principal / Editor) is written here.
- **Salutation** (Sir / Respected sir / Madam)
- **Subject of the letter:** The main purpose of the letter forms the subject. It must be written in one line. It must convey the matter for which the letter is written.



- **Body:** The matter of the letter is written here. It is divided into 3 paragraphs as follows -
- **Paragraph 1:** Introduce yourself and the purpose of writing the letter in brief.
- **Paragraph 2:** Give a detail of the matter.
- **Paragraph 3:** Conclude by mentioning what you expect. (For example, a solution to your problem, to highlight an issue in the newspaper, etc).
- Complimentary Closing
- Sender's name, signature and designation (if any)

# Informal Letter



- A Letter written for an informal purpose is called an Informal letter.
- It is written for a casual purpose.

# Types of Informal letter



- Letter to parents
- Letter to siblings
- Letter to friends
- Letter to classmates
- Letter to neighbours

# Format of an Informal Letter



- An Informal Letter does not strictly follow the prescribed Format.
- The language must be friendly and casual.
- It can have extra information.
- The Subject line is not required

# Full Block Letter Format

- EVERYTHING STARTS FROM THE LEFT MARGIN
- ALSO CALLED BLOCK FORMAT

Dixie Cleverelle  
SavbizCor Ltd  
28 Green St., Suite 14  
Upstate, NY 10947

October 27, 2006

Ms. Margaret Edwards  
Barnelli Ltd  
48 Stanstead Road  
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

*D. Cleverelle*

Dixie Cleverelle,  
President

Savvy-Business-Correspondence.com

# Modified Block Letter Format

- FROM ADDRESS, COMPLEMENTARY CLOSE AND SIGNATURE BLOCK START FROM THE CENTRE OF THE PAGE
- ALL OTHER COMPONENTS STARTING FROM THE LEFT MARGIN

Gregory Donaldson  
Minoan Inc  
247 Madison Ave., Suite 2103  
New York, NY 10015

December 3, 2006

Dixie Cleverelle  
Savbizcor Ltd  
28 Green St., Suite 14  
Upstate, NY 10947

Dear Ms. Cleverelle:

The first shipment of equipment from Savbizcor Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8980 for additional goods totaling list price \$700,000.

Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.

Sincerely,

*G. Donaldson*

Gregory Donaldson,  
Chief Procurement Officer

Enclosure: Purchase Order No. 8980

Sawy-Business-Correspondence.com

# Simplified Block Letter Format

- SALUTATION AND COMPLEMENTARY CLOSE ARE OMITTED
- ALL OTHER COMPONENTS STARTING FROM THE LEFT MARGIN

# Modern Office Equipment Co. Ltd.

98 – 100 Anna Salai  
Cennai – 600002  
India  
Telephone : 044 26152766  
Fax : 044 26152767

6th June 2001

The Manager  
ABC Computer Stores  
23 North Usman Road  
T. Nager  
Chennai – 600018  
Telephone : 044 26156782  
Fax : 044 26156780

This is another modification of the fully-blocked style. This style is used when you write a letter and you do not know the name and title of the person to whom you are writing the letter. The salutation and the complimentary closing are used in this style. The subject is mentioned in capital fonts and that subject need not be underlined.

Today around all the business houses, this style is widely used when the writer of the letters does not want to give importance to formality. Since the formality is not adopted here, this style goes to the heart of the addressee. This style gives more importance only to the core matter of the letter.

M.N. Ashok Nathan  
Assistant Manager  
Production

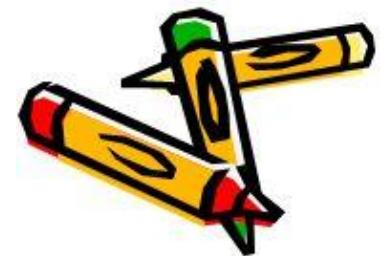
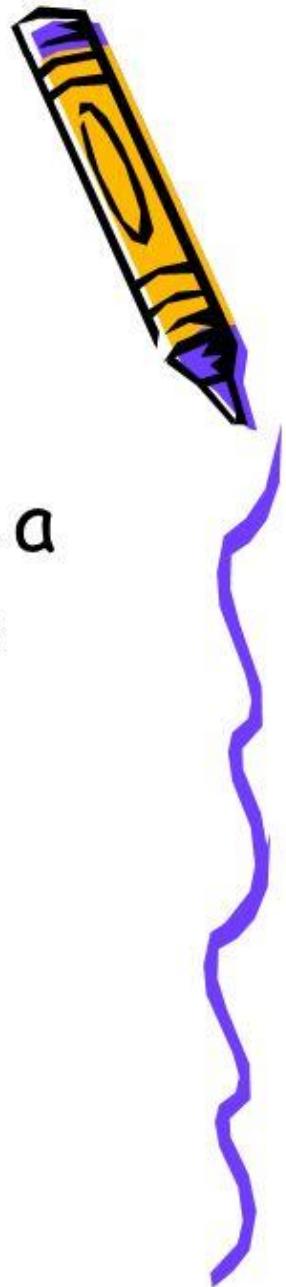


## What are the Routine Letters?

- Routine letters communicating straightforward requests, replies, and goodwill messages 
- Persuasive messages including sales pitches
- Negative messages delivering refusals and bad news

# Persuasive writing is...

- A piece of writing (essay, letter) that tries to convince or influence a reader to believe what you believe about a certain topic.
- It takes a position *for* or *against* something.



# Memo Sample 1

MEMO

TO: All staff, XYZ Company

FROM: Weslie Writer, HR Manager, XYZ Company

DATE: November 27, 2019

SUBJECT: Time Cards for 11/17–11/30 due TODAY

This is a reminder that, due the shortened holiday week, employee time cards are due *today* rather than Friday. All employees will be out of the office on Thursday and Friday, which means that payroll for the pay period 11/17–11/30 must be processed today.

*Time cards must be submitted by 4:30 pm in order to be reflected on your paystubs for this pay cycle. If you do not submit your time card by this time, then your hours for this pay period will be reflected on your next paycheck. Please direct any questions or concerns to the HR department.*

# Memo Sample 2

**To:** Loading Dock Staff

**From:** Philip Yuen, Director of Shipping

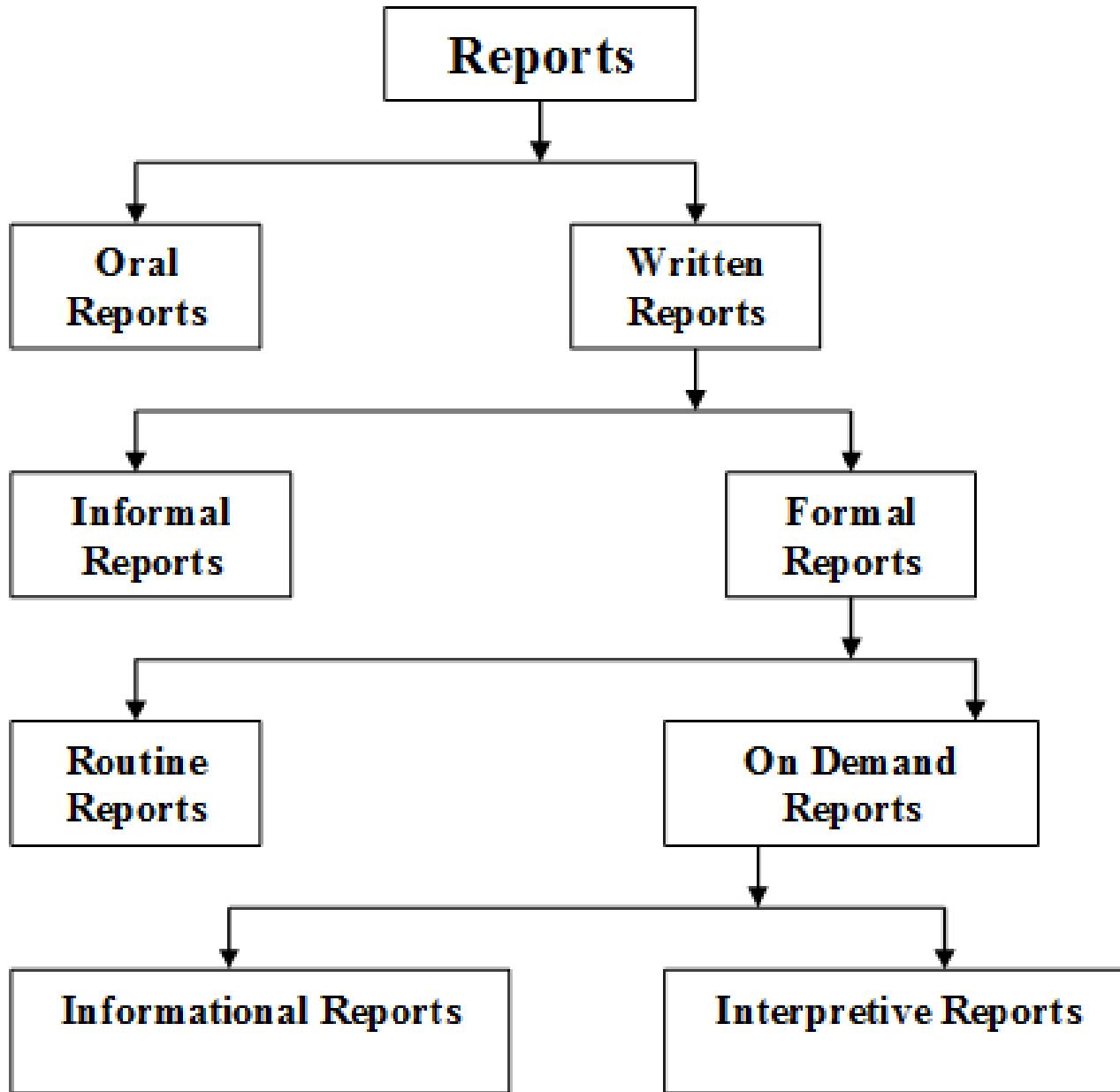
**Date:** June 30, 2017

So I've got news for you all. We've had a tough year, as you know, but we've been recovering slowly but surely. But, of course, something had to mess up. Because Hank shipped three pallets to the wrong customer last week, the Board has decided to update the shipping procedure for the entire loading dock.

This is just something we'll have to get used to, even if it wastes all of our time in the process. Whenever we get an order ready to go, everyone on the loading dock will need to confirm shipments with me first. Only after I sign off on the details will anything be allowed on the shipping truck. This new change better prevent more careless errors.

# **RESUME WRITING**

# Kinds of Reports



The following sequence may be followed in the preparation of the Project Report:

- 01. Cover Page (Annexure A)**
- 02. Title Page (Annexure B)**
- 03. Candidate's Declaration (Annexure C)**
- 04. Certificate from Supervisor & Head of Department (Annexure D)**
- 05. Acknowledgement (Annexure E)**
- 06. Content Page (Annexure F)**

## **Chapter I**

1. Introduction of the topic
2. Need of the study
3. Scope of study
4. Objective of study

## **Chapter II**

The aim of this resource is to lead you through the stages that have to be followed in planning for a new business venture

- **Chapter III**

Conclusion & Suggestion.

## **Chapter IV**

1. Bibliography (if any) (please refer to the sample format given below.)

## **Chapter V**

1. Appendices (if any)

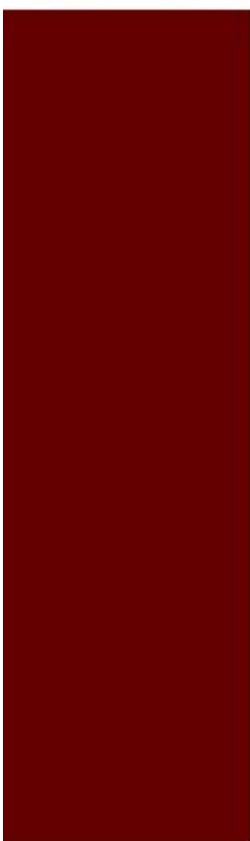
# **OBJECTIVES OF REPORT WRITING**

- ◉ Solving any problem or any issue
- ◉ Updating Information
- ◉ Internal Communication
- ◉ Effective tool for management
- ◉ Planning and decision making
- ◉ Eg.
  - Increasing Population in Metro Cities
  - Strategies to Improve sales

# Key components of a report



COMMUNICATION SKILLS



- A report should include the following parts:
  - Title page
  - Table of contents
  - Executive Summary
  - Introduction
  - Literature review (if necessary) or Methodology
  - Findings
  - Discussion/Analysis
  - Conclusion
  - Recommendations
  - Appendices (if appropriate)
  - References (if used).

# Technical proposals

- A written offer to undertake a project for designing, creating something new or for changing or modifying an existing procedure, method , system or structure within a specified period of time.
- Types
- Structure

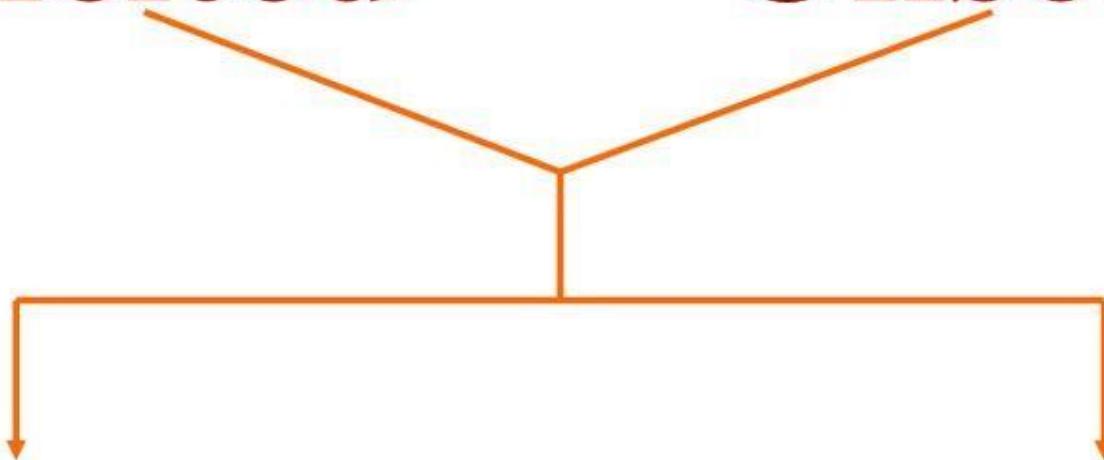
## TYPES

**Solicited**

**Unsolicited**

**SALES**

**RESEARCH**



# Sales proposal

- Sent outside the company to potential clients or customers
- Also known as business proposals

# Research Proposal

- Academic in nature, mostly solicited
- May appear in a foreign language also
- Basic format remains the same

# PURPOSES

- To sell property, buildings, machines, etc.
- To construct buildings, highways, etc.
- To survey areas for water resources
- To design training programmes
- To take up office automation
- To undertake research

# Purposes

- To construct parking slots, buildings, bridges, highways
- To survey area for possible water sources
- To modernize the office procedures of a company
- To train international managers for work in foreign countries, etc.

# PARTS

## Structure

**Prefatory**

**Main body**

**Supplementary parts**

# **Prefatory**

**Title page**

**Draft contract**

**Executive summary**

**Table of contents**

**List of illustrations**

# **Main body**

**Introduction**

**Technical section**

**Management section**

**Cost estimate**

**Conclusion**

# **Supplementary**

## **Appendix**

### **Sources and References**

## Title page

- Incorporate the title
- Name of the person or company
- Name of the person submitting the proposal
- Date

# Draft contract

## Quick summary

➤ Topic

➤ Proposer details

➤ Duration

➤ Cost

1<sup>st</sup> year/ subsequent years

# Continued

- Rough draft of the contract proposed
- Finalized after the acceptance of the proposal

# **Executive summary**

- ❖ **Back ground**
- ❖ **Purpose**
- ❖ **Scope**
- ❖ **Infrastructure facilities**
- ❖ **Technical details**
- ❖ **Significance**
- ❖ **Re-emphasis**

# Continued

- A Concise version of the detailed proposal
- Gives a brief background need for taking up this project)
- Summarize the objectives ,how they will be met, procedures adopted
- Ends with a reemphasis of proposals strengths
- Length varies 100-300 based on the complexity

# **Introduction**

**Problem statement (clearly specifies the need for investigation)**

**Purpose, scope**

**Technical overview**

**Methodology (procedures adopted to carry out the project)**

**Significance**

**Structure**

## **Technical section**

- **System overview (Technical description)**
- **Analysis of existing situation**
- **Possible design solutions**
- **Proposed solution**
- **Sources of information**
- **Methodology**

# **Cost Estimate**

- **Important**
- **Funding (if internal)**
- **Break up (equipment details, man power expenses  
miscellaneous / consumables)**
- **Match with draft contract**

# **Conclusion**

**Re-emphasize strengths**

**Assure the reader**

# **Appendix**

- **Credentials details**
- **Supporting technical documents**
- **Illustrations**

# **DOCUMENTATION**

## **STYLES**

- **MLA (Modern Language Association)**
- **APA (American Psychological Association)**
- **Chicago style**
- **IEEE style**

# Writing Technical Proposals

# Activity

- Write a proposal for conducting a week long workshop on a specific topic.
  - Choice of topic can be based on your own comfort area.
- The proposal should include
  - The session wise schedule for all days.
  - The participants fees – with justification
  - A flyer for advertising and announcing the workshop.
  - Costing and Budget
    - Include a break even point calculation.

# Preparing a Technical Proposal

- Remember the technical proposal is an example of technical writing
  - So it should be written keeping in mind the audience.
  - It should serve the purpose for which it is being written.
  - It should contain all the information required by the reader to take the necessary action after reading and understanding it.

NOTE: Refer to the document *Preparing a Technical Proposal.pdf* kept in the lecture folder for details.



# **Effective Presentation skills**

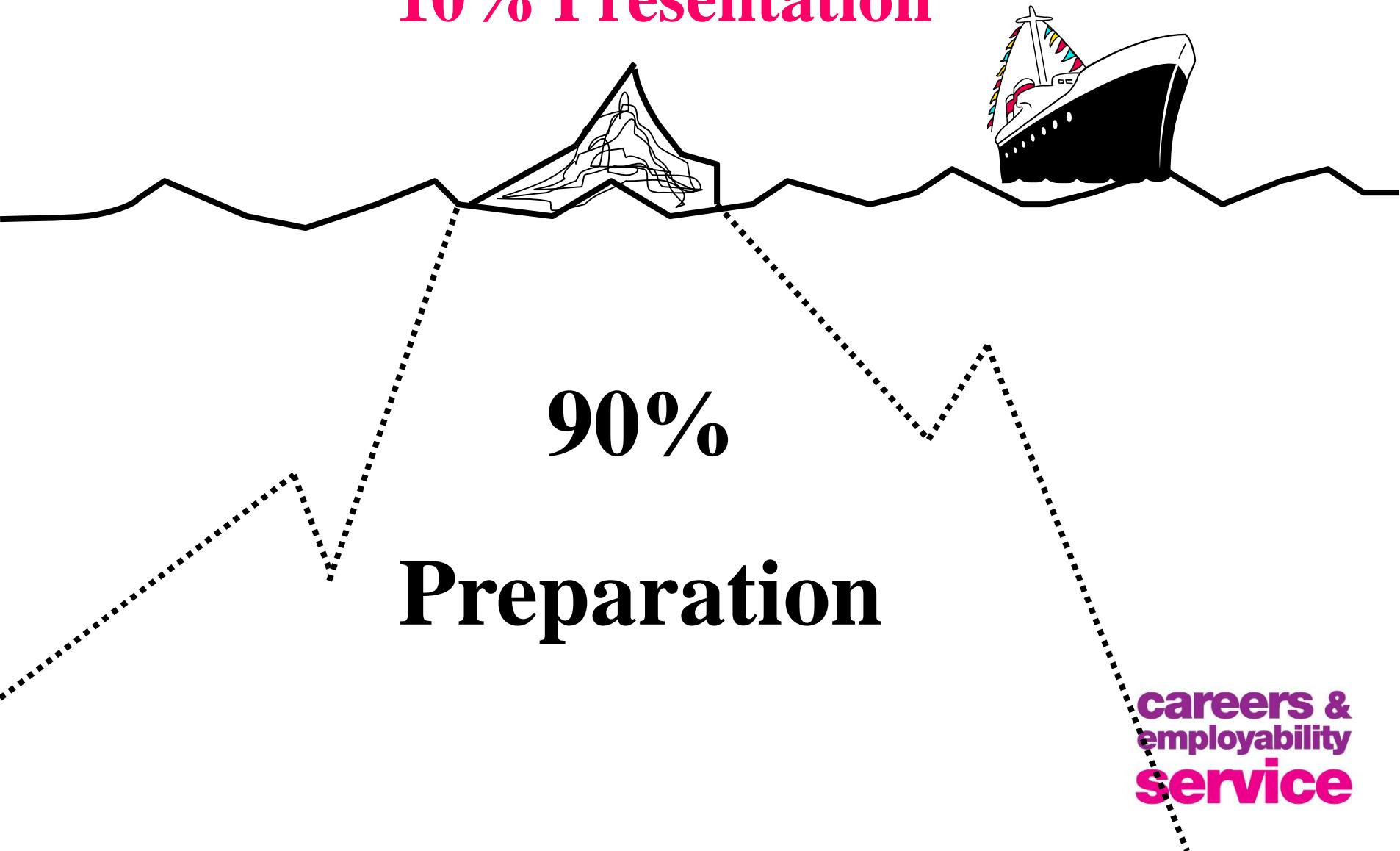


“Presentation is the ‘Killer Skill’ we take into the real world. It’s almost an unfair advantage.”

Ethan Rasiel & Paul N. Friga, ‘The McKinsey Mind’

# Presentation Iceberg Effect

**10% Presentation**



# Definition

- A presentation is a means of communication which can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.



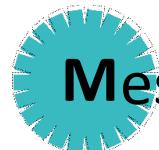
# Four key elements of a good presentation:

## AM PM



Audience

— where are they coming from?  
what do they need to know?



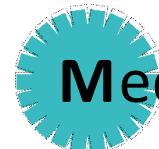
Message

— what are the most important things to get across?



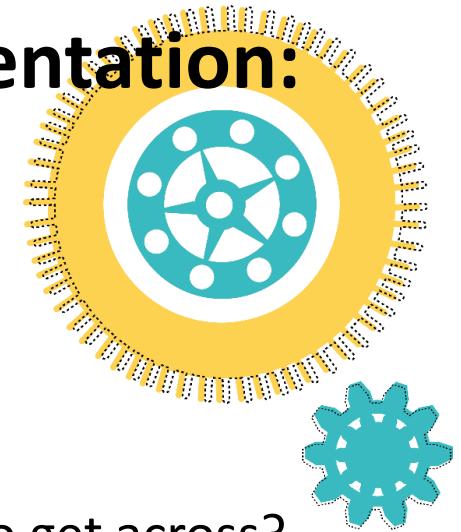
Presenter

— how to present with impact?



Medium

— what's the most effective medium to use?  
how to control it?





# Steps in Giving Presentation

1. Plan
2. Prepare
3. Practice
4. Present

# Planning



# Planning

- Planning usually include following questions:
- Who is your audience?
- Why are they there?
- What is your goal?
- How long will it be?
- Where will it take place?



# Know Your Audience

*You need to find out:*

- what they ***need*** to know
- what they already know
- what they **want** to know
- what their interests are
- what *language* they speak eg  
formal/informal/jargon

# Prepare



# Prepare

- Following points must keep in mind while preparing:
  - ✓ Structure
  - ✓ Prompt
  - ✓ Visual aids
  - ✓ Voice
  - ✓ Appearance
  - ✓ Style
  - ✓ Questions

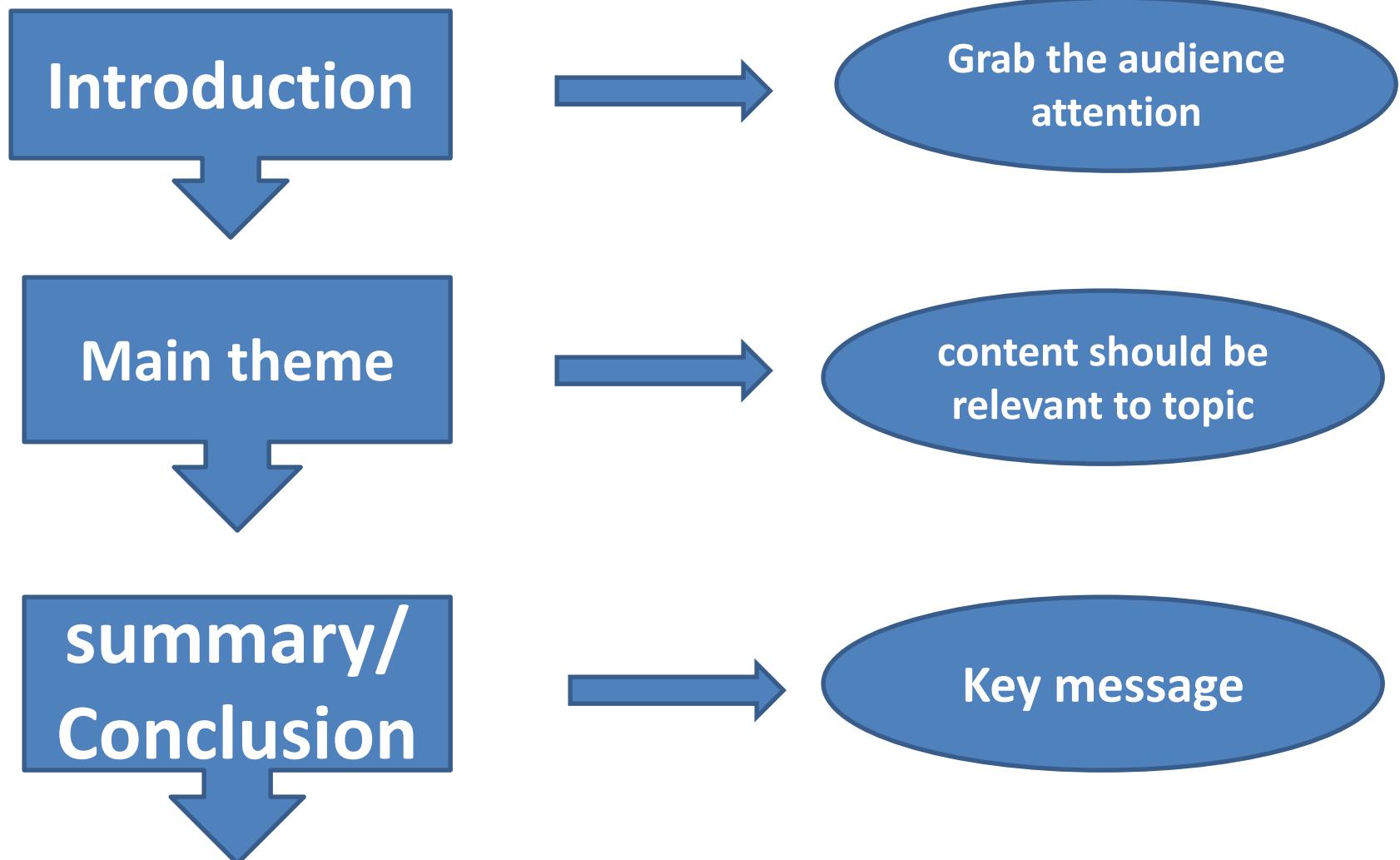


# Structure

- Write your presentation in this order:
  - ✓ Objective
  - ✓ Beginning or introduction
  - ✓ Main content
  - ✓ Summary, conclusion and recommendations
  - ✓ Questions



# Structure



# Prompt

- Short bullet points, key words only.
- Put your entire prompt onto your power point slides.
- These prompt are for you.

*PROMPT*

# Visuals



AND NOW LET'S WALK THROUGH SLIDE #67, FIFTY WAYS TO  
MAKE YOUR PRESENTATION MORE EXCITING. NUMBER ONE...

# Ancient Chinese Proverb

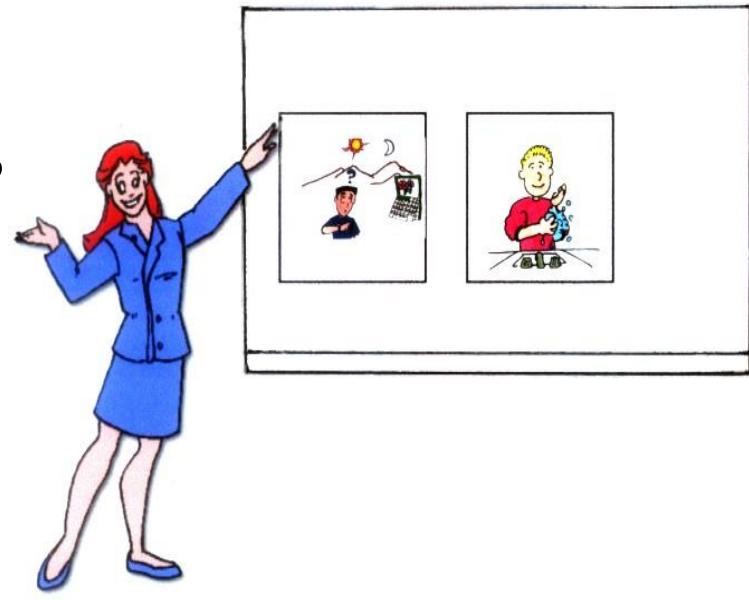
*Tell me, I will forget*

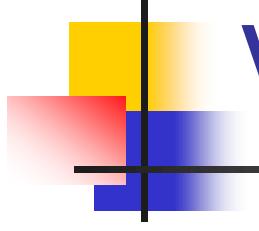
*Show me, I may remember*

*Involve me, and I will  
understand*

# Visual aids

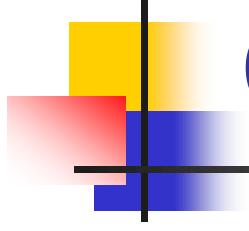
- Use simple fonts, colors and graphs.
- Use images and clipart.
- 3 to 7 bullets per slide.
- Don't over crowd your slides, it will not look professional.
- New or different visual aids wake people up.





# Visual aids

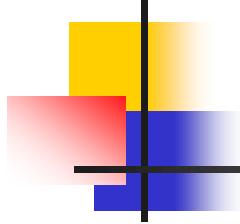
- Use visual aids to maximize the effectiveness of your presentation.
  
- visualise ideas
- keep speaker on track
- generate interest
- help information retention



# Gesture

- Important in non-verbal communication
- Emphasize points / Highlights
- Audience attention



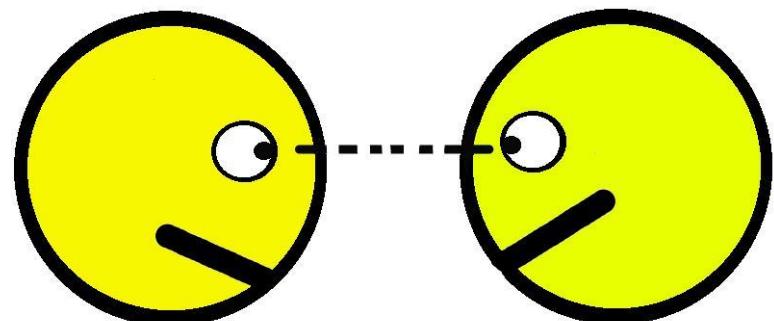


# Eye Contact

- Look at each member of your audience

## Eye-Contact

- Involvement
- Trust / support
- Interest
- Spontaneous reaction



# Voice

- Louder and clear than your normal pitch.
- Vary pitch and volume.
- Over emphasis

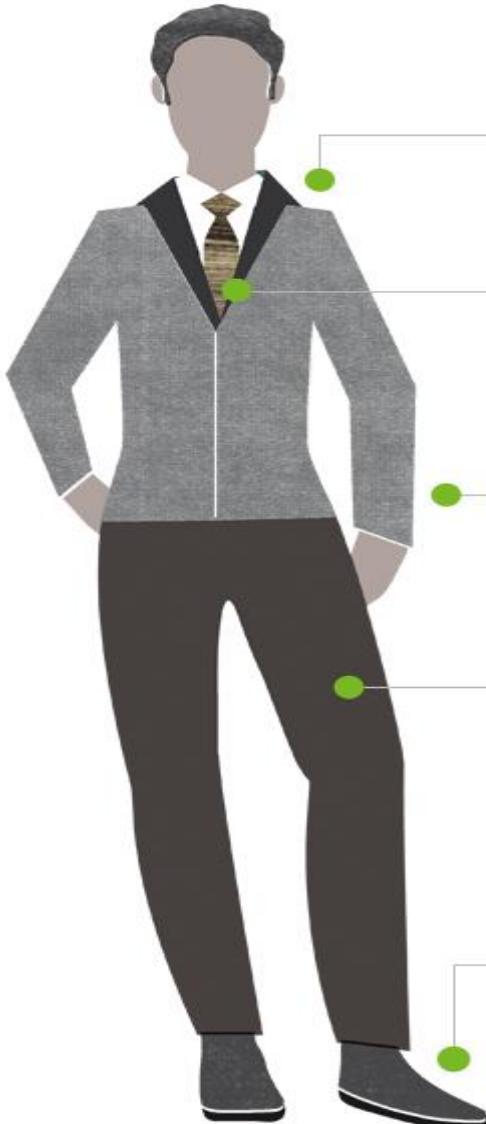


# Appearance

- Dark colors read as businesslike.
- Wear comfortable shoes to weight your feet evenly.
- Allow yourself to move a bit.
- Look confident.



# Professional dress code



**Shirts should always have collars.** A solid color is recommended. They should be long-sleeved, even in summer.

**Tie should coordinate with the color of your shirt.** A small, conservative pattern is okay, but remember: no character or novelty ties.

**Always wear a belt.** Also, keep your laptop and papers in a bag that's as polished as the rest of your ensemble.

**For colors, think shades of brown, beige, olive or gray.** Leave the jeans at home.

Sock color should match pants and shoes.

Finish your outfit with boots, leather penny loafers / monk straps, Oxfords, or formal black shoes.

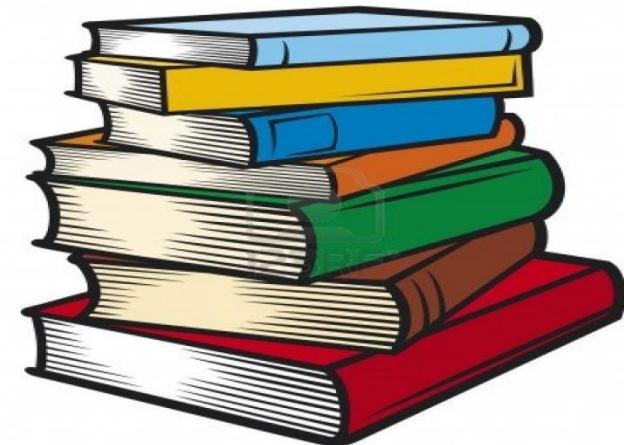
# Style

- You already have a style don't try to copy others.
- Use words and sentences you use in normal days.
- Be yourself.



# Preparation material

- You can use following items to make the content of your presentation:
  - ✓ Handouts
  - ✓ Personal notes
  - ✓ Internet
  - ✓ Visual aids



# Practice

practice  
makes  
~~per~~fect!



- Rehearse all points what you prepare.
- Rehearse with all visual aids and handouts.
- Practice again and again to manage time.
- Rehearse in front of mirror or a friend.





# Repetition

---

- Golden rule:  
repetition  
is valuable
- Say what you are going to say,
- Say it,
- Say what you have just said.

# Repetition

# Repetition

# Repetition

# Present

A man in a black polo shirt is pointing his right index finger towards a large projection on a wall. The projection shows a complex network graph titled "World Trade 1994 Residuals Model 1". The graph consists of numerous nodes, each representing a country or region, and a dense web of colored lines connecting them. The nodes are labeled with abbreviations such as USA, CHN, JPN, and HKG. The colors of the lines vary, representing different levels of trade residuals. In the upper right corner of the projection, there is a small bar chart with the legend "Residuals" and "Actual vs. Predicted". To the right of the projection, there is a list of bullet points.

- 34 countries
  - The European Union, Russia, Ukraine, China, India, South Korea, Thailand
- 561 trading partners per year
- 13 years, from 1994 to 2009



Smile

# Present

- Make a strong start.
- Engage the audience in first 2-3 minutes.
- Show your passion through your movements and gestures.
- Make an eye contact.
- Don't forget to smile as well, unless your topic is very grim.



## AUDIO VISUAL AIDS

### NON PROJECTED

### PROJECTED

#### GRAPHIC

#### 3D AIDS

- \* CHARTS
- \* COMIC,CARTOONS
- \* DIAGRAMS
- \* CHALK BOARD
- \* BULLETIN BOARD
- \* FLASH CARDS
- \* FLANNEL GRAPH
- \* POSTERS
- \* PAMPHLETS

- \* REAL OBJECTS
- \* SPECIMENS
- \* MODELS
- \* PUPPETS
- \* MOCK UPS
- \* DIORAMAS
- \* PICTURES

**STILL**  
\* OHP  
\* SLIDES  
\* FILMSTRPS  
\* PICTURES  
**MOVIES**  
16 MM  
8 MM

**AUDIO**  
\* RADIO  
\* TAPE RECORDER  
\* CD ROM

**COMBINED**  
\* TELEVISION  
\* VIDEO

# VISUAL AIDS

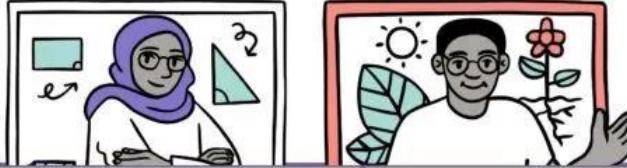
- Blackboard
- Flannel graph
- Models
- Specimens
- Posters
- Flim strips
- Slides
- Epidiascope
- Overhead projector



# 7 TYPES OF VISUAL AIDS FOR LEARNING



## PRESENTATIONS



## INFOGRAPHICS



## POSTERS

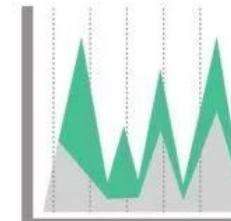
## FLASHCARDS



## PICTURES



## VIDEOS



## CHARTS AND GRAPHS

# GROUP DISCUSSION



# GD is not an Argument

---



# What does GD check ?

---

Communication Skills

Ability to work in team

Knowledge

Creativity

Reasoning ability

Group Dynamics

Leadership Skills

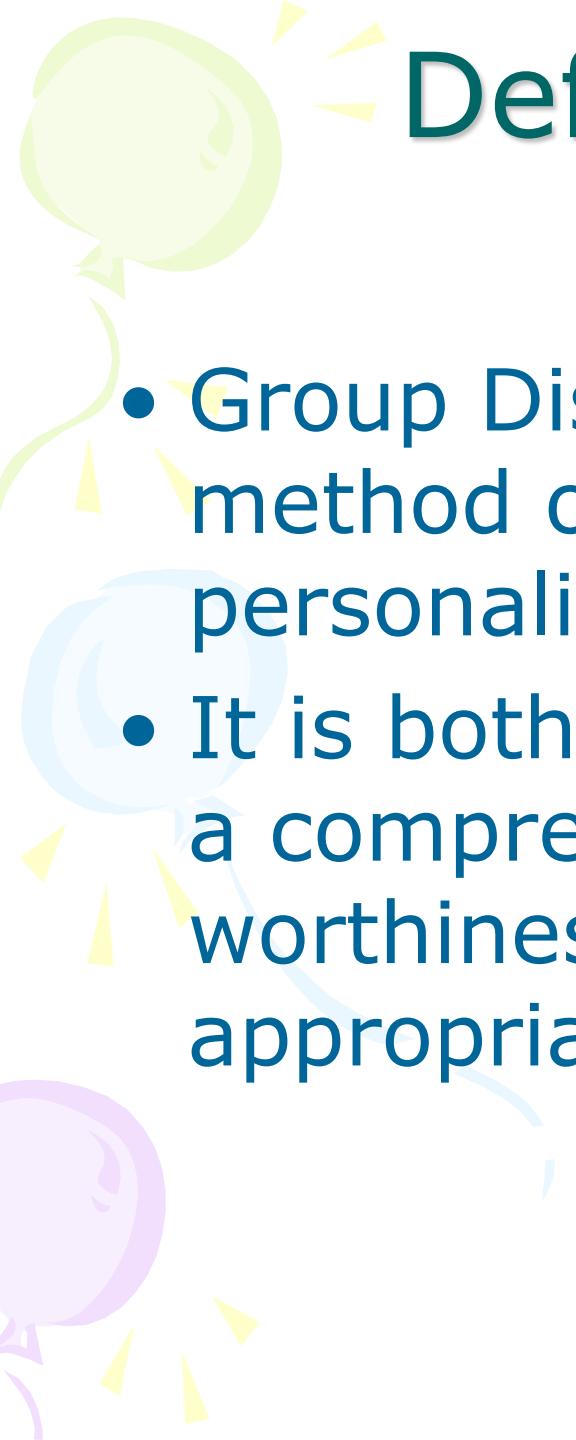
Level of maturity

Flexibility

Interpersonal skills

Convincing power

Initiative attitude



# Definition of Group Discussion

- Group Discussion is a modern method of assessing students personality.
- It is both a technique and an art and a comprehensive tool to judge the worthiness of the student and his appropriateness for the job.



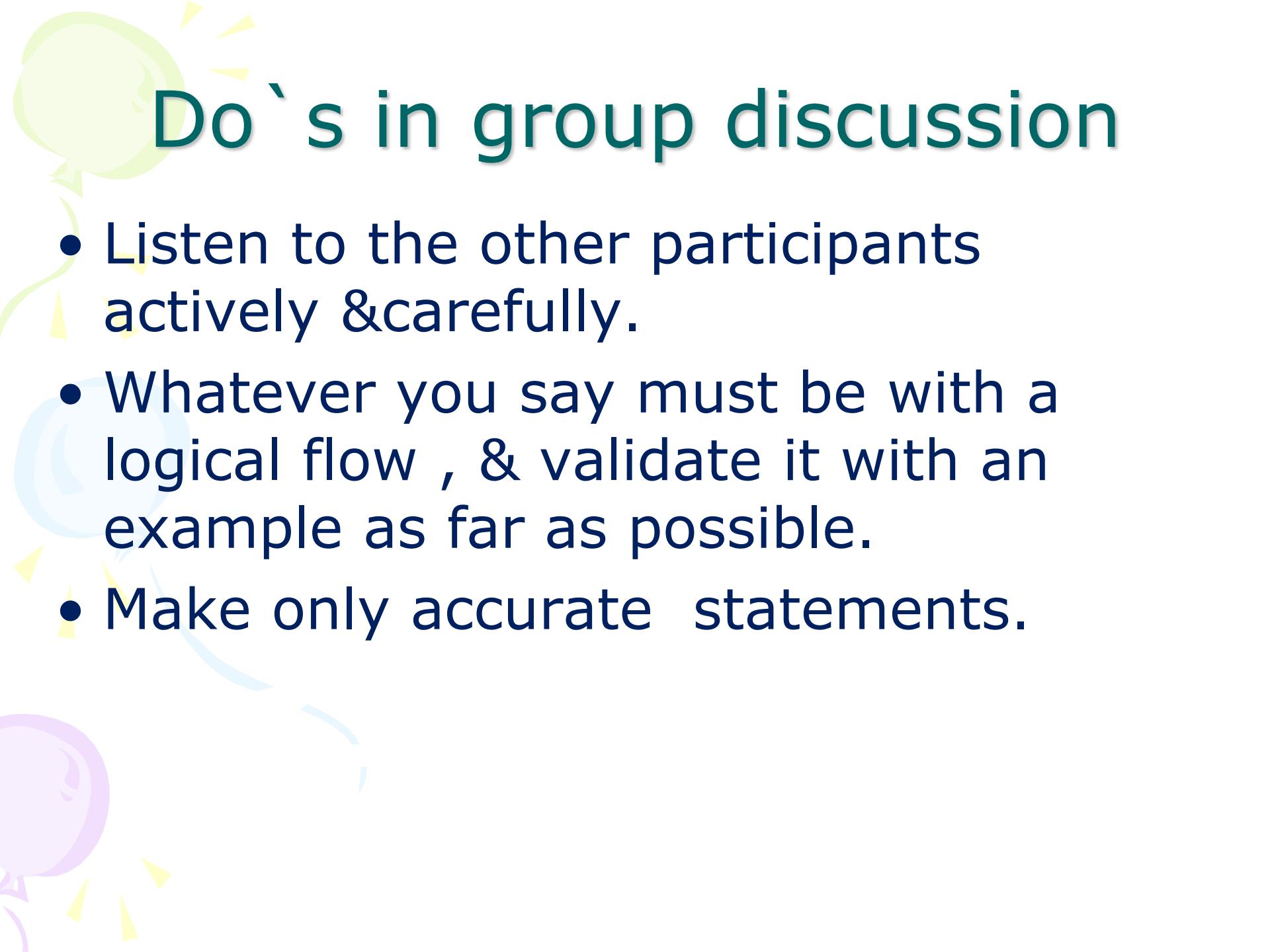
# Prerequisites of a Group Discussion

- Planning and preparation
- Knowledge with self-confidence
- Communication skills/ power of speech
- Body Language and personal appearance
- Being calm and cool

# Group Discussion - Do's

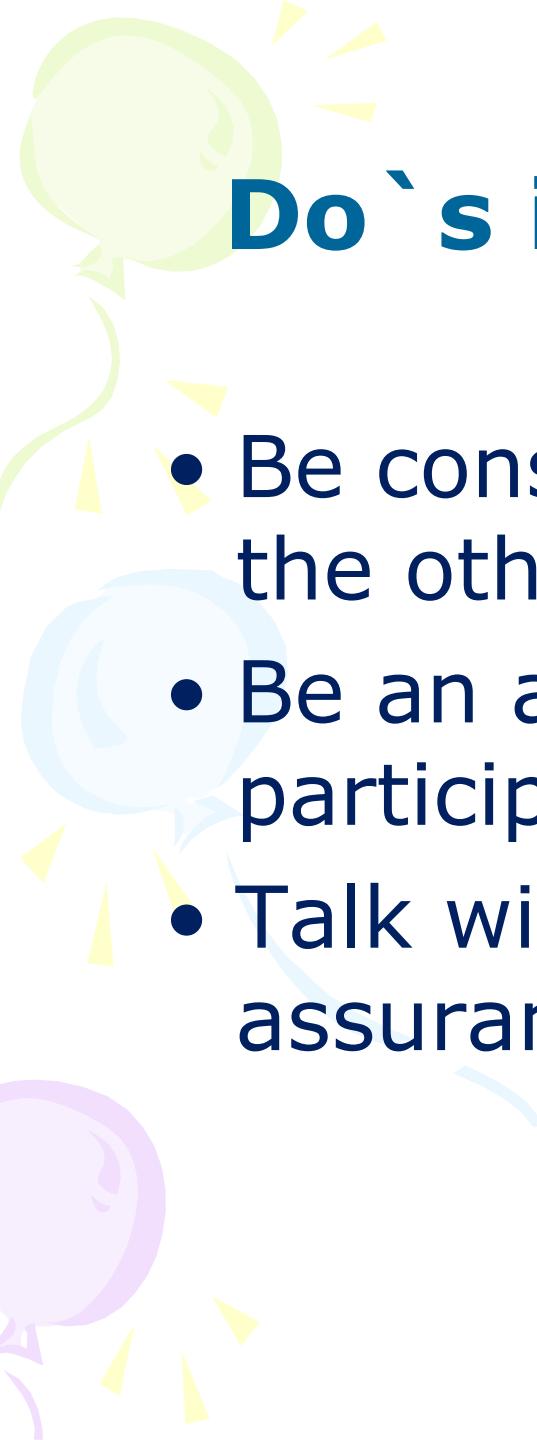
- Be alert
- Listen attentively and take notes
- Non verbal Communication
  - Depth/tone of voice
  - Facial expression, gestures and posture
- Verbal Communication
  - Clearly
  - Correctly
  - Confidently
- Be polite
- Be a team player
  - Leadership traits
  - Ability to steer the discussion
  - Motivate/encourage participation
- Maintain eye contact
- Speak only when you have something to contribute
- Be flexible





# Do's in group discussion

- Listen to the other participants actively &carefully.
- Whatever you say must be with a logical flow , & validate it with an example as far as possible.
- Make only accurate statements.



# Do's in group discussion

- Be considerate to the feelings of the others.
- Be an active and dynamic participant by listening.
- Talk with confidence and self-assurance.

# Group Discussion - Don'ts

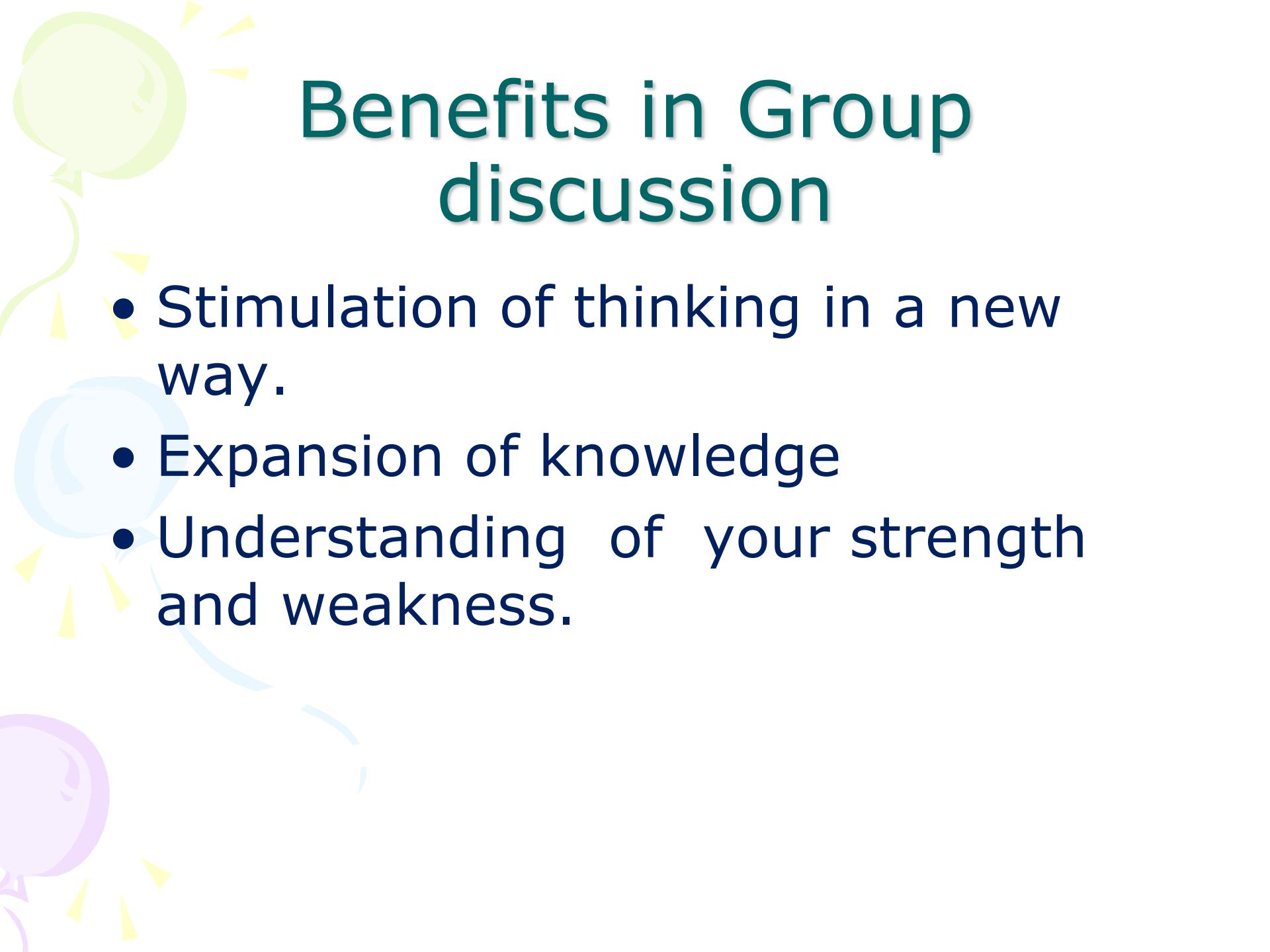


- **Don't be arrogant, disrespectful, condescending, dismissive, prudish, etc**
- **Don't monopolize/Dominate the discussion**
- **Don't interrupt**
- **Don't boast**
- **Don't lose temper/get emotional**
- **Don't indulge in peer discussion**



# Don'ts during group discussion

- Being shy /nervous / keeping isolated from G.D
- Interrupting another participant before his arguments are over
- Speak in favour ; example: Establish your position and stand by it stubbornly
- Changed opinions
- Don't make fun of any participant even if his arguments are funny.



# Benefits in Group discussion

- Stimulation of thinking in a new way.
- Expansion of knowledge
- Understanding of your strength and weakness.

- **Suggestions**
- Never try to bluff.
- Practice group discussion with friends on different subjects.
- Remember !speech is a powerful weapon.

# Initiating a GD

## The responsibility of the first speaker

- Don't rush to be the first speaker unless you know the topic very well
- If you take on the role of initiator, you should introduce the topic clearly and provide multiple views and arguments to carry the discussion forward
- Follow through during the entire discussion is equally important

# Summing up the discussion

- should be an active participant during the discussion
- should have been an active listener who took notes capturing the key
- points made by the participants—including positions of agreement and disagreement
- the conclusion should be a logical one and represent the views articulated by the group
- ability to get the buy-in of all members to summarize the group's views
- crisp and succinct communication skills with high degree of clarity

# PARAMETERS OF EVALUATION IN GD

Language Proficiency	<ul style="list-style-type: none"><li>• Usage of effective words and phrases related to the topic</li><li>• Usage of Effective sentence structures</li></ul>
Content	<ul style="list-style-type: none"><li>• Conceptual Knowledge</li><li>• General Awareness</li><li>• Knowledge of Current Affairs</li></ul>
Communication Skills	<ul style="list-style-type: none"><li>• Voice Modulation</li><li>• Body Language</li><li>• Listening Skills</li><li>• Persuasion Skills</li></ul>
Team Behavior	<ul style="list-style-type: none"><li>• Behavior with other team members</li><li>• Role played to achieve the goals of team</li></ul>
Logical Thinking & Analytical Skills	<ul style="list-style-type: none"><li>• Speaking coherently with the topic</li><li>• Speaking in coordination with others' points</li><li>• Touching all possible dimensions of the topic</li></ul>

# PHRASES TO USE IN GROUP DISCUSSION

## Giving an opinion

- In my opinion
- As far as I'm concerned
- Personally, I believe that
- The way I see it is



## Getting further information

- Would you please explain that a little more, please?
- Could you explain that point please?



# **Body**

Remember the DIGIT



Real World Examples

Defensive



Arrogance



Annoyed



Worried



Irritated

Happy

Confused

**twenty19**

# Body Language: Group Discussion



Dos	Don'ts
Be Confident	Be Overconfident
Sit Up Straight	Slouch
Keep Eye Contact	Stare
Smile	Frown
Watch Your Hands	Fidget

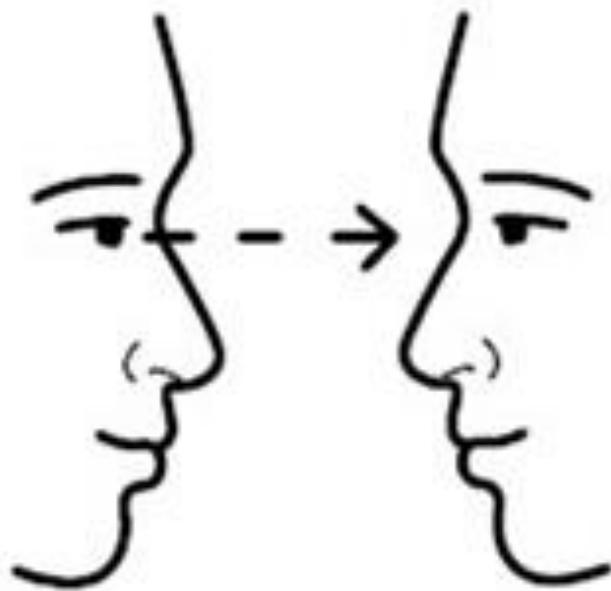


## Handshake



**Perfect**

## Eye Contact



# Body Language: Group Discussion

## Avoid Following Gestures



**Eye Rub**

Avoiding eye contact  
to hide or avoid a lie.



**Nose Touch**

Disguise own deceit  
or doubt speaker's  
words.



**Ear Rub**

Block the speaker's  
words.



**Neck Scratch**

Signal of doubt or  
uncertainty.



# Body Language: Group Discussion

## Avoid Following Gestures



**Collar Pull**

Angry, frustrated or sweating.



**Fingers in Mouth**

Under Pressure.  
Inner need for reassurance.



**Boredom**

Lack of interest and boredom.



**Pain in Neck**

Avoiding listener's gaze when lying



# Body Language: Group Discussion

## Avoid Following Gestures



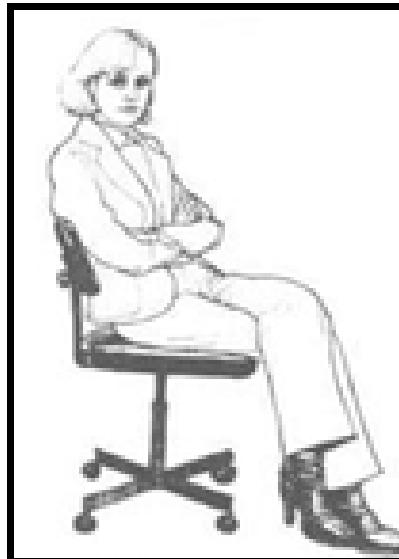
**Arm Cross**

Defensive or negative attitude.



**Partial-Arm Cross**

Lack in self-confidence.



**Arm + Leg Cross**

Person has withdrawn from the conversation.



**Both Hands Behind Head**

Feeling Confident, Dominant or Superior. Know-it-all.



# Body Language: Group Discussion

## Use Following Gestures



**Neutral Head Position**

Neutral attitude about what he is hearing.



**Interested Head Position**

Indicates that the interest has developed.



*Do not cross your legs while sitting in a group discussion.*







# Be Like this.....

---



# Job Interview

# Job Interview - Do's

- **Do your groundwork**
  - Prepare your resume
  - Collect relevant documents
  - Gather information about the company
- Dress appropriately
- Be polite
- Appear confident and remain calm
- Wish good morning when you enter and thank before leaving
- Be clear in your thoughts and answer with good articulation and vocabulary
- Prepare answers to standard questions such as:
  - Tell us about yourself
  - What are your strengths and weaknesses
  - What can you offer our company



# Job Interview - Don'ts

- **Don't be late**
- **Don't be inarticulate/give monosyllabic answers**
- **Don't lie or showoff**
- **Don't display nervousness/fidgeting**
- **Don't talk about irrelevant topics**
- **Don't blame or disparage people**



# Situation 1

**Sheeba:** Good morning, please introduce yourself to the panel.

**Arti:** I am Arti Nair. I have completed my B.Tech from IIT Delhi. My parents are working professionals and I have been brought up in Delhi. During the last year of college, I participated in various extra-curricular activities and was the placement secretary in college. I have been a diligent student, and have maintained a high percentage and rank all through. My favorite subjects are Electronics and 3G technology.



# Situation 2

**Arindam:** Why do you think we should hire you?

**Suneela:** Sir, over the last one year, I have had the opportunity to enhance my skills that are directly related to the job in question. During my internship at Wintel Corporation last summer, I developed a corporate program code for the entire operations of the Manufacturing unit and my work was well appreciated by the Project Manager.



# Situation 3

**Sheeba:** What are your strengths and weaknesses?

**Kiran:** My biggest strengths are my perseverance and integrity. During my engineering preparation, it was my aim to get into the best college. In my first attempt, I could not get through any of the IIT's. However, I did not lose hope, but dropped a year, worked part time, and reappeared in the IIT JEE. Finally, my efforts bore fruit and I got through IIT Delhi.

My weakness, as I perceive it, is that I am quite shy, and take quite a while to open up and mix with people.



# Telephone / Video Interviews

- Be careful of your body language during a video conference. Concentrate on the conversation
- Guard against being informal
- Your confidence should travel over the phone or video
- Answers should be well thought out, precise, and communicated clearly
- All distractions such as television, radio, mobile phones, etc should be switched off



# Body Language



# Definition

**Body language is the language transmitted by gestures and postures**



**Only those persons who live  
in awareness of their body will be  
able to maintain sensitive  
contact with their surroundings**

# Posture

- Posture is not only a way of punctuating a conversation, but it is also the way individuals relate with each other when they are in a group.

# **Types of posture**

**Inclusive or non-inclusive**

**Face-to-face or parallel**

**Congruent or incongruent**

# Inclusive or non-inclusive

- These terms describe the way in which the members of a group include (or exclude) other people



# Face-to-face

- Posture when two individuals relate facing each other



# Congruent - incongruent

- This refers to the ability of the members of a group to imitate each other



# Parts of the body and body language

# Body movements include:



Facial  
expression



Eye  
movement



# Body movements include :



Hands



Feet



Whole body

---

Holding eye contact

---

Interest/curiosity

---

Showing the palms  
of one's hands

---

Inviting trust

---

Covering one's  
mouth when talking

---

Insecurity

---

Avoiding eye-contact  
when talking

---

Not wanting to show  
feelings; or lying

# Recommendations

- The greeting: a good starting point (show openness)
- Don't blink constantly
- Try to keep a direct look and establish eye contact with the people you are talking to
- Don't bite your lips or moisten them with your tongue

# Recommendations *(Continued)*

- Always keep your mouth shut while you are listening
- Maintain an appropriate position and avoid constant abrupt movements
- Control the movements of your hands and keep them visible
- Do not allow any object to come between you and your audience

## **Dimensions of Speech- Syllable; Accent, Pitch, Rhythm, Intonation**

### **Syllable:**

A *syllable* may be defined as a unit of sound with one vowel sound and with or without consonant sounds.

A *syllable* is the sound of a vowel (a, e, i, o, u) that is created when pronouncing a word.

A *syllable* is a part of a word that is pronounced with one uninterrupted sound.

A *syllable* is a unit of sound which can be pronounced with a single effort of the voice.

For example, the word water is composed of two **syllables**: wa and ter as we have to make two efforts to pronounce this word.

Syllables are ways to split words into speech sounds. We naturally say words using syllables, but we don't usually think about it until we need to separate the syllables for reading or spelling purposes. So, why do we need syllables?

When we learn to read, and as we encounter more difficult words, we may need to decode a word. You'll often hear someone telling a reader to "sound it out" or "break the word into parts." When we do this, breaking the word into syllables can help us read the word. Here are a few examples:

- |                |                  |                |
|----------------|------------------|----------------|
| i) word-       | one syllable,    | word           |
| ii) spelling-  | two syllables,   | spe + lling    |
| iii) computer- | three syllables, | com + pu + ter |

Breaking a word into syllables can also help when we learn to spell new words. There are many spelling rules that apply to how a word is broken apart. For example, if a syllable ends with a vowel, the vowel sound is usually long.

tiger- two syllables,                    ti + ger

The i in tiger is a long i, making the sound “i.” If the word had been broken up like this, tig/er, we would pronounce the i as a short i, as in the word igloo and the beginning of the word would be “tig.”  
The construction of a syllable may be described in terms of the following formula:

[C]+V=Syllable

Where C indicates indefinite number of consonants and V stands for a vowel sound, the bracket indicate that the consonants are not obligatory.

e.g.

street = CCCVC (1 Syllable)

ago = VCV (2 Syllables)

There can be one or more syllables in a word depending upon the number of vowel sounds it has.

Words are divided into three types as per number of syllables:

1. **Monosyllabic**: Words with one syllable e.g. on- on (VC)
2. **Disyllabic**: Words with two syllables e.g. upon- up+ on (VCVC)
3. **Polysyllabic**: Words with more than two syllables e.g. syllable – sy+lla+ble (CVCVCVC)

**Accent: (way of pronunciation)**

Accent is the way of pronouncing the words of a language that shows the person belongs to which country, area or social class.

**Accent** is a manner of pronunciation peculiar to a particular individual, location, or nation. The region to which you belong affects your accent. Not only the locality but the economic status, ethnicity, caste etc. all make an impact on the accent. Accent mainly includes pronunciation, which also has correlation with stress.

It is an important factor whether English is your first language or second language. To learn the right pronunciation, like that of the native speaker, you must watch the native speakers in action. It should not look like affected accent. Many times you do not give importance to pronunciation and that makes your speech seem below par.

Children are able to take on accents relatively quickly. Children of immigrant families, for example, generally have a more native-like pronunciation than their parents, though both children and parents may have a noticeable non-native accent – however these generally differ: the parents' accent tends to be influenced by the sound system of their native language whilst the child is more inclined to apply hyper-pronunciation resulting from their need to correct their parents' shortcomings in fluency. Accents seem to remain relatively flexible until a person's early twenties, after which a person's accent seems to become more fixed.

## Pitch: (Loudness)

Pitch is a property that allows the ordering of sounds on a frequency-related scale. **Pitches** are compared as "higher" and "lower".

The rise and fall of the voice conveys various emotions. 'Thank you' is such a phrase. You can find out the difference when you utter it indifferently and when you say it with sincerity. Lowness of pitch can indicate sadness, shock, dullness, guilt etc. if you are excited, joyous, ecstatic, triumphant and even angry then your pitch automatically becomes high. A well balanced pitch results in a clear and effective tone. It helps you avoid being monotonous.

A variety of pitches should be used to hold listener's attention. Avoid raising the pitch of the voice at the end of a sentence.

## **Rhythm: (Sound pattern achieved by using stress in words)**

Rhythm refers to a pattern of sounds. Maintaining a rhythm in a speech makes the speech sound natural and fluent. Rhythm is produced by stressed and unstressed words in a sentence. Using only the stressed words in a sentence may make a speech sound dull and artificial. The listener may also not understand the intended emphasis or meaning in the speech.

Just as stress, speed is another very important factor in the fluency of English. When we speak, we do not speak words in isolation but group them and speak without any pauses between them. To achieve good rhythm in speaking we should know which words to be stressed and which are not to be stressed in a sentence.

This leads to one or more of the following conclusions:

- Rhythm is not primarily expressed by patterns of duration.
- The person-to-person and paragraph-to-paragraph variation within a language may be much larger than expected. Perhaps linguists may have idealized the form of each language, neglecting the variation,

## **Intonation: (variation of pitch or loudness of the words in a sentence)**

The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances. In normal speech, the pitch of our voice goes on changing constantly – going up, going down, and

sometimes remaining steady. Different pitches of the voice combine to form patterns of pitch variation or tones, which together constitute intonation.

Intonation is closely linked to stress because important changes in pitch occur with stressed syllables. The following are the main functions of intonation.

- 1) Distinguishing different types of utterances such as statements, commands, requests, and questions.
- 2) Differentiating the speaker's emotional attitude such as curiosity, apprehension, friendliness, and politeness.
- 3) Drawing the listeners attention to those segments of an utterance that one considers important.

### **i) Paralinguistic features of voice / Nuances of Voice Dynamics:**

Paralinguistic features are non-verbal vocal cues that help you to give urgency to your voice. Your voice is your trademark; it is that part of yourself that adds human touch to your words.

Nuances of voice dynamics help the speaker to make his oral presentation impressive.

In order to control the audience, the speaker has to adopt certain strategies; primary among them is the use of language. The speaker should speak a language which is close to the participants. Clarity is the key word in oral presentation. Writing does not have that immediacy because the words are static on a page. Voice gives extra life to your delivery. Therefore, you may find it useful to understand the nuances of voice dynamics, namely-

- 1) Pronunciation
- 2) Modulation of the voice
- 3) Pace / Rate
- 4) Use of connectives

### **1) Pronunciation:**

Words should be pronounced clearly, with proper stress and intonation. Mispronunciation sometimes leads to confusion and spoils all presentation howsoever well planned it is.

### **2) Modulation of the Voice:**

- A. Voice should be vibrant and well modulated.
- B. Nasalization of the voice should be avoided.
- C. Pauses should be at the right place.

### **3) Pace / Rate: (words spoken per minute)**

Rate is the number of words which you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is 120 to 150 words. Cultivate your pace so as to fit in this reasonable limit. If a person speaks too slowly and monotonously, he is most likely to be considered a dull speaker even though the contents of his speech may be highly interesting. Similarly, a fast speaker also causes discomfort because the listeners do not get time to grasp the thoughts and switch from one thought to another. Under these circumstances, listeners may just stop listening and their attention may get lost.

It is best, therefore, to vary your speaking pace. Use pauses to create emphasis. A well-placed, varied message suggests enthusiasm, self-assurance and awareness of audience. So, the rate of delivery should be normal. Since too slow or too fast delivery spoils the entire presentation.