6-October-2021

English

1. Personal Communication

Personal Communication may include private letters, memos, Some electronic (like e-mails), personal interviews, and telephone conversations. Partilipant interviews in a doctoral capstone study, however, are treated differently from personal Communication. For More information on citing interviews transcipt exterpts, see this APA blog post of the dissertation or doctoral study guidebooks on. The defining characteristics of a personal Communication is that it does not provide reloverable data. For example, when you are conducting personal interview, the reader would never able to access a transcript of the interview.

When you are citing a personal Communication in text, APA asks that you always use the Source's first initial and full last name like this: J. Smith, K. Cho, or N. Ramachandran.

Even through this person might be a friend or Someone you know personally, APA still requires you to use the person's first initial and full last name. This rule applies to every instance where you use the Source's name in your paper.

Citing your Personal Communication

In a parenthetical citation, use the words "personal communication" and the exact date that the personal communication occured. Here is an example of a parenthetical citation of a personal computer:

fruity candy is much better than chocolate (J. Smith, personal communication, October 10, 2010).

When referencing the source of your personal communication in text, however, you do not need to include the source's name is the parenthetical citation. Here is an example of an in text citation.

J. Smith proudly stated that fruity candy is much better than chocolate (personal communication, October 10, 2010).

(2) Social Communication

Social communication refers to the emergence of verbal and nonverbal skills, social interaction, and social cognition. It is often viewed as a form of communication that is 'unwritten' and that people seem to 'just know'. Communication in the area includes interaction with peers, family members, providers and educators. Social communication behaviours include understanding and using

appropriate facial expressions, eye contact, and body language.

Children who exhibit difficulties with social communication skills may:

(i) Have difficulty sharing attention and orienting to others
(ii) Have poor turn-talking in play and conversation
(iii) Respond inappropriately to questions.
(iv) Have difficulty maintaining topic of conversation
(v) Have difficulty attending to speaker with appropriate eye contact.
(vi) Uses 'false starts' on interrupt others
(vii) Revises speech or repeats the same thoughts
(viii) Difficulty responding to proximity
(ix) Difficulty connecting emotional states of self to others.

What do expect during a social communication evalution:

This type of evaluation will often be done in conjuction with an assessment of expressive and receptive language skills. A speech-language pathologist may assess:

(i) Intiation of communication and turn-talking
(ii) Eye contact

(iii) Willingness to maintain conversation
(iv) Ability to manipulate conversational topics
(v) Comprehension of nonverbal and verbal cues in various situations.
(vi) Ability to verbally and nonverbally communicate including speech, signs, gestures, picture, written words.

② Business Communication

William G. Scott defines business communication as "Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals."

1) The sender's ability to transmit his own ideas accurately.
2) The receiver's mental ability to get the same idea as were transmitted i.e. accurate replication.
3) The feedback or the receiver's responce.
4) Eliciting action which will help to achieve the goals.
5)

The process of communication involves a series of stages:

1) An idea arises in the mind of the sender,

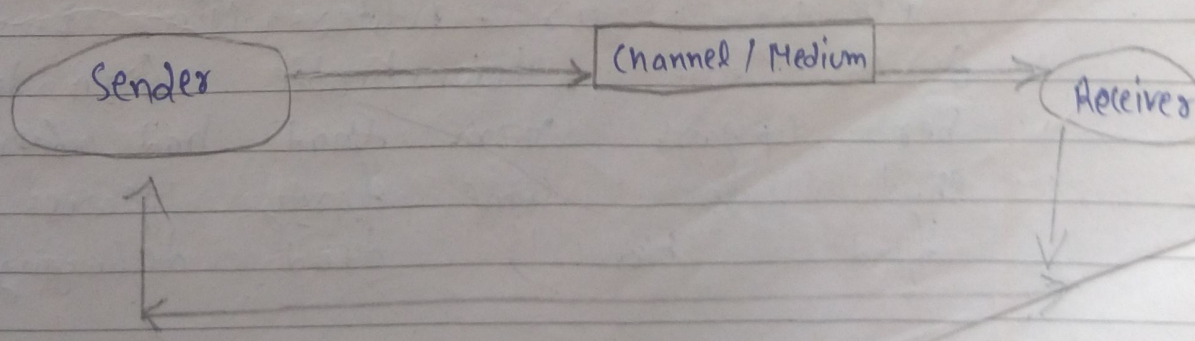
which he wants to share.

2) The sender enlodes the idea in a form of a 'message'.
3) The sender chooses some medium / channel to put across the message.
4) The receiver receives the message.
5) The receiver decodes - absorbs, understands, interprets the message.
6) The receiver sends feedback or his response.

The components or elements of the communication process are as follows:

1) The sender or the communicator
2) The message
3) Enloding
4) The Medium / channel
5) The receiver
6) Deloding
7) feedback

The diagrammatical representation of the communication process can be shown as follows:



2-October-2021

A Rose of Emily : A Literaly Analysis

In "A Rose of Emily", William Faulkner tells the story of an old and lonely lady stuck in her own timeframe. Her controlling father died some thirty years ago and she has never quite found her own ground. Her house has become the most hideous looking home on the once most select street in the city: Previously elegant and white with scrolled balconies, it was now encroached with dust and delay. The people in Miss Emily's city name of Homor Barron, whom is part of the construction company paving sidewalks on her street. They begin taking buggy rides together, and townspeople talk more, and pity Miss Emily more. Things change quickly though, as Miss Emily is seen less with Homer, and is witnessed purchasing arsenic from the local drug store. Eventually no more is seen of Homer, and Miss Emily dies at age seventy-four. After Miss Emily's death the townspeople breakdown her upstairs room that had been sealed shut for some forty years. They find Homer's dead decaying body,

an imprint of another body beside it, and a single grey strand of hair." A Rose of Emily" tells the story of tradition versus nontraditional and old versus new, which is brought to light through the story's plot, characters, and setting.

Right the beginning of the story it is clear that it will be about old versus new. The written begins by describing Miss Emily's house, which "was one luxurious, is now old and dusty." It was a big, squarish frame house that had once been white [Now] an eyesore among eyesores" (Faulkner 146). The house itself stands for tradition, it has aged, and instead of moving along with the rebuilding of the South, it has stayed the same. As the story begins to speak about Miss Emily's past, it is clear that her family is well respected in the town. So much so that when she walks into a room, people are expected to rise in reverence of her. Miss Emily is the old lady that everyone feels pity for. Her father, who sheltered her very much so, had once contributed a large sum of money to the own, exonerating Miss Emily of any future tax payments. Again, the familier theme of old versus new arises when Miss Emily is

asked to give a tax payment. She does not only refuse, new arises when Miss Emily is asked to give a tax payment. She does not only refuse, but she does so in a way that says she should not have even been asked the question. These "new" authorities should know better than to ask the "old" Miss Emily for such a thing. "I have no taxes in Jefferson" (Faulkner 147). No further information is sought after because they know that old trumps new. A similar occurrence arises when Miss Emily purchases rat poisoning; state law says that she must give the reason for her buying it, Miss Emily doesn't, she simply pays and leaves. The most dramatic act is Miss Emily killing her lover. Miss Emily is trying so hard to stay old and live how she knows how, and this in turn causes her to murder her lover. The only way she knew how to keep him with her, was to kill him. This was the way was raised

Miss Emily was raised by a controlling father, who did not let her go out of the house, much less date anyone. When he dies, sho does

not know what to do. So much so that she keeps his body for a short time. The world around her is changing and maturing, but she is not. Faulkner uses a very peculiar symbol of this in his opening paragraphs. "A small fat women in black, with a thin gold chain descending to her waist and vanishing into her belt" (Faulkner 147). Time is literally not in eye sight for her. It has "vanished into her belt", where she cannot see it. Miss Emily is lost, and the only way she knows how to act is traditionally. When she meets Homer Baron, he is everything that she knows that she should not be doing. He is questionably gay, he's a bachelor of some sorts, and he is a simple construction worker. In dating him, she is going against everything she has been taught; either to get back at her father for sheltering her so much or because she is so unaware of what she should be doing. As the story unfolds, Homer starts spending less and less time with Miss Emily, and they break up. Emily is as far as to buy a wedding outfit for him. However, Homer was not of the marrying type to kill him, and so she died. Then we noticed that in the second pillow was the indentation

of a head.

Looking deeply into the setting of the story we see a huge transition period for the south in general, which would include Miss Emily and the townspeople. The time this took place was somewhere between the 1860s and the 1930s. Slavery had just ended, the middle class was becoming more prominent, and society as a whole was becoming less obliquish.

William Faulkner's "A Rose for Emily" is filled with character, plot, and setting symbolism. They all seem to say that Miss Emily is stuck in time, with no way out. She poisons Homer Barron for many different reasons. She needs a male in her life to take the lead because her life is being turned upside down, and she has no one to take the lead act out of love or sheer selfishness; she was clearly mentally unstable, but she also had every move. Maybe she did it for shock factor. Whatever the reason may be, she certainly got to keep her 'rose', Homer Barron, forever.

Assingnment => 3

23-October-2021

Business letters

1. Write a letter to philips india Limited. Complaining against the irregular supply of Electronic products during the recent Peak season.

BAWA ELECTRONICS
Civil Road Ludhiana
Phone: 9041232397 Fax 10196973 Email: a-info201415@gm

Date: October 23, 2021
Ref. No: YST/1651
Mr. Nitin Bansal
MANAGER

Philips India Lth.
City Road (Jalandhar)
Subject: Irregular Supply of Electronic Products
Dear Sir,

We regret to complain that this time you made to use an irregular supply of the electronic products.

Our orders remained always pending with you. Your supply was irregular and you never delivered our orders on time. You can understand that we were put to great inconvenience because of your erratic supply. Many of our customers were displeased with us for not fulfilling their demand.

If you wand to continue your dealings with us, you must please take care that this does not happen in future. we look forward to happy relations with you in

time to come.

Yours faithfully.
Sunil Bawa
Proprietor
Bawa electronics

2. Write a letter to a book seller, complaining about the wrong supply of a books. You are Jatinder Singh, living at -21, Model town, Nakodar.

21, Model Town Nakodar
Phone. 904732397 Fax 12397645 E-mail- aman2014@gm

Date: October 23, 2021
Ref. No : YST 11651
Mr. Jatinder Singh
MANAGER

Messrs India Book Deport
Samrala Chowk Ludhiana
Subject: Wrong Supply of books
Dear sirs,

on 15th October, I ordered 10 copies each of books, 'Background of Music' by H.S Narang and 'History of punjab'. remitting ₹ 2000/- the entire amount of their price, in advance.

on opening the parcel, received this morning. I found that it contained copies of the different titles by the same authors. I regret to say that I did not place the order for these titles. I am, therefore, returning them by parcel and requesting the replacement.

I hope the replacement will be despatched at the earliest date. I also hope that I shall not be charged any additional ~~pattage~~ packing or postal expenses.

Yours faithfully,
Amandeep singh

3. Write a letter ordering some sports goods to the firm, Messrs Avtar Singh and Sons at Jalandhar. You are Prabhjot, studying at Government High School, Nawan Shehar.

Govt. High School, Nawan Shehar
Phone. 904,232347, Fax - 129749653 E-mail- amainin@2

Date: October 25, 2021
Ref. No: YST 11965410
Mr. Prabhjot
MANAGER

Messrs Avtar Singh and Sons
Nakodar Road, Jalandher
Subject: Order for sports goods
Dear Sirs,
Kindly send the following sports goods at your earliest

Footballs	Cosmo	6 Pcs.
Cricket Bats	English willow	one dozen
Cricket Pads	Antel	one dozen

Please check the above goods before packing. Send these goods through Sathish Transport Company. An all payee cheque for ₹ 250/- is enclosed as advance payment.

Yours faithfully.

4. You are Simran, living at old Court Road, Surnam. Write a letter to Rama Herbal Cosmetics, Bengaluru, complaining about the body lotion they sent you.

36, old Court Road
Phone. 9041232347, Fax 123474694 E-mail- Amainiroad

Date: October 25, 2021
Ref. No: YST\91470
Mrs. Simran
Prop. Shiva Cosmetics

Messrs Rama Herbal Cosmetics
Bengaluru
Subject: Complaint about the body location sent by you
Dear Sirs,

Taken in by your much advertised body lotion, I had ordered three vials of it, the supply of which was received last monday. But now I find that the lotion is very sticky and gives a very bad smell. Since this lotion is of no use to me, I want my money back. Please arrange to take back the vials and make good all the costs

that have been borne by me.

Yours faithfully

5. Enquiry Letter

36, Kalighat
Phone. 9041233397 & fax 12934347 e.mail: [illegible]

Date: October 25, 2021
Pari and Sons
Kolkata
Dear Sir,

We saw your advertisenment in the 'Economic Times' date 29 ~~July~~ October, 2021 and are interested in procuring bathroom fittings from your firm.

We are the leading dealers of bathrooms fittings and hardware items in South Kolkata region and we have noticed an increasing demand for premium bathroom fittings in this part of Kolkata.

We request you to kindly send us the catalogue of products offered by you alongwith their prices. Also, please mention the discount structure that is applicable for purchases of more than ₹ 2 lacs. Looking forward to receive good terms from your end.

Yours faithfully
ABC.

Informal letter

1. Write a letter to your sister, Mohini, giving her the details of a free medical camp that your grandmother arranged recently. You are Sudhir Singh and live at 111, Chadigarh Road, Raipura

111 Chadigarh Road
Raipura
25 October 2021
Dear Mohini
You know our grandmother is a social activist. Last week, she organized a free medical camp for poor patients in the local Town hall.
Eleven eminent doctors provided their services. Patients were given free consultation and medicines. More than 1000 patients benefited from this camp.
Such camps really a true service towards mankind
Yours affectionately
Sudhir singh

2. Write a letter to your mother, telling her about your stay with your uncle and Aunt. You are Raini and you live at Mansrovar Hostel, Vanketeshwara College, Karnal.

Mansarovar Hostel
Vanketeshwara College
Karnal
25 October 2021.
Dear Mother
During my last holidays, I visited uncle Rajan in Delhi. I spent there a couple of days. Aunt Neeru was very happy to have me there. She took me daily for shopping. We visited a number of historical places also. I came back on the fourth day with lots of gift. How nice ~~people~~ these people are!
With love
Raini

3. You are Deepak Gupta. You live with your parents at 61, G.T. Road, Rajpura. Write a letter to your younger brother, Keshav, scolding him for neglecting his studies.

61 G.T. Road
Rajpura
26 October 2021
My dear Keshav

I received your result-card yesterday. Your result is very poor. You fail in all the subjects. This is a matter of shame for us.

Manav, you should mend your ways. You should work very hard. Engage some tutor. Leave bad company. Make friends with good boys. Stop seeing movies. Start playing games in evening. All this will pay you in the long run.

If you do not mend your ways now, you will repent later on.

I hope you will act upon my advice.

Yours affectionately
Deepak

(4) You are Manu and you live at 51, Central Town, Nirangal. Write a letter to your father, who is away on a long tour, giving him home news.

51 Central Town
Nirangal
26 October 2021
Dear father

Many things have happened since I wrote you last. Nitha fell down the stairs and broke her leg. She became senseless. She was moved to hospital. She is quite fit now. You need not worry about her.

Mohan's result came out yesterday. He got 70% marks. He is late to get a scholarship. He is very happy. Uncle Kuldeep Singh also visited us last week. He stayed with us for two days. We all miss you badly. Please come back home soon.

Yours affectionately
Manu

5 You are Krishan, studying at Nehru Memorial School, Bhatinda. Write a letter to your Mother requesting her to permit you to join an educational tour conducted by your school.

Boy's Hostel
Nehru Memorial School
Bhatinda
26-October-2021
My dear Mother

Our school is breaking up for christmas holidays on the 24th of this month. Some students of our school are going on an educational tour. This tour has been organised by our principal. It will be a seven-day tour, from November 3 to 9. They shall visit Banglore, Mysore, Chennai and Madurai.

I request you to allow me to go on this tour. Each student has to deposite ₹ 5000 for this tour. I shall do with ₹ 1000 only for my pocket expenses. Kindly send me ₹ 6000 as soon as possible. I hope you will not disappoint me.

With regards
yours affectionately
Krishan

Business Report

1. Imagine that your managing director has asked you to investigate the health and safety provisions in your company's office. These are the notes which you have taken, together with the recommendations which you were asked to make.

October 26, 2021
Ms. Renoir, Managing Director
Ludhiana.
Reference: office health and safety Provisions
Sir
Kindly find enclosed herewith a detailed report as per the reference quoted above.
Yours faithfully
Amandeep Singh

REPORT

Investigation
As requested by the managing director on 30 September 2021, I have investigated the problems which have been raised concerning office health and safety. In particular, I was asked to talk to -
My task were (1) to speak to office managers and union representatives about how accidents or job-related illnesses happened and (2) to make recommendations on how to best to improve situation.

Results of Studies:

- faulty equipment - lack of serving facilities probably responsible in two cases
- in several cases safety regulations not followed
- new staff ignorant of department's health and safety procedures in study all past year job - related illnesses reported.

Also had meetings with union reps and office managers about what to do:

Recommendations / Proposals:

1. Should clearly display safety regulations in canteen and main offices.
2. New staff need informing about safety regulations and policy.
3. Personnel Manager responsible for instructing new staff on procedures for handling office equipment and for securing electronic and mechanical machinery.
4. Should practice first - aid drill at least once every 6 months.
5. Union suggested replacement of substandard furniture and equipment, especially:

(i) old fashioned screens - cause (eyesight Problems)
(ii) carefully check office lighting (staff complaints of headaches).
(iii) to have chairs with full back supports - many staff complaints of backache.

Ms Renoir
Managing Director

2. Report on staff Turnover in GHS Corporation.

October 27, 2021
Mr. Amandeep singh
Ludhiana
Sir

REPORT

Introduction-

The human resources manager requested this report to examine the high turnover rate of employees at GHS Corporation. The information in this Report was gathered by members of the human resources department over three months. The five-member team analyzed administration records and working conditions as well as interviewed staff. In this report, recommendations are made to minimize the high turnover rate among the staff working at GHS Corporation.

Findings-

The most significant issue found by the HR team when interviewing staff was the lack of support to new mothers who require child care services to be able to come to work. Employees mentioned their frustration at not having an in-house child care system that could help them continue working.

Another issue mentioned by the staff was the lack of communication between employees and upper management. They expressed their

concerns about receiving inconsistent and late instructions. They shared how they did't know the main business objectives which led them to lose interest in the company and their jobs.

Conclusions –

(i) Lack of support to new mothers in regards to childcare.
(ii) Lack of communication between the staff and upper management.

Recommendations –

(i) An in-house childcare center can be established at minimum cost to HRS, encouraging mothers to return to work.
(ii) Each department should choose an employee ambassador to represent the interests to staff in management meetings. This ambassador can express concerns and relay outcomes to their teams to increase engagement.

(3) Draft a Report on setting up of a computrized audio-video lab in your college so that various subjects be taught to be students in an interesting and effective manner.

October 28, 2021

The principle
DMK College
Narwana

Reference: Reference you oral instructions regarding the problems faced by the students regarding their studies.
Sir
Kindly find enclosed herewith a detailed report as per the reference quoted above.

Yours faithfully
Amandeep Singh

REPORT

Investigation —
As per your investigation, I made casual interaction with the students of our college. Being more or less of their age group, I found no difficulty in establishing a report with them. I visited them in their common room, the canteen, and the library, moved about among them in a casual manner, and interacted with them.

Findings -

1) The youth of today, I found, are restless, impatient with the old system of teaching through books.
2) T.V. is their new god. They take delight in talking about the programmes on T.V.
3) They feel happy discussing the educational programmes telecast on channels, like Discovery, Geographic channel, etc.
4) In this age of cynicism, students have lost that old reverence for their teachers. Hence their distaste for traditional teaching, learning methods.

Suggestions -

1) If we want to teach the students effectively, we must take the help ~~the~~ of audio-video aids.
2) Students are enamoured of the things they watch on T.V.
3) They just can't forget what they learn through education-related channels.
4) We should supplement the traditional teaching methods with the audio-visual system.
5) The best would be to set up an audio-visual lab in our college. That would enliven the atmosphere and boost up the students' interest the otherwise seems to be flagging. Hope, Sir, you will appreciate my suggestions.

Amandeep Singh
Asstt. Librarian

(4.) Report on Central Purchasing Policy

April 2015
Mathew Nash
Ludhiana.

Reference: This Report into the central purchasing policy of Smith and Co. will assess how the policy currently works at it will address concerns about the recent decline in regional sales.

REPORT

Introduction -

This report addresses branch manager's concerns with the central purchasing policy. These concerns arose from a steady decline in regional sales. It has been suggested that we should reintroduce the previous purchasing system to prevent a further drop in sales: this report will assess the current situation and make recommendations for what action could be taken.

Findings -

1. Existing Situation

The central purchasing policy was implemented in January 2015. It replaced the previous system where regional ~~members~~ managers were responsible for purchasing and could select lines likely to appeal to customers in their area.

2 Branch manager's concerns

Interviews with managers indicated lines that were previous stocked because they had a specific appeal for customers in their area but which had not been ordered by central purchasing this year because they were unlikely to do well across the country as a whole.

3 Competitor's practice

visits to competitor's stores revealed that they all held stock with a regional appeal. A Review of sales figure for these lines in the Montly trade journal during the period July 2005 to January 2007 shows that we have missed out on a sizeable amount of revenue by not stocking such items.

Recommendations / Proposals -

1. Given that the central purchasing policy, although cost-effective, has resulted in a decline in sales, it would appear that continuing with this system without modification is not advisable.
2. Consideration should be given to allocating a small proportion of the annual budget to regional managers to allow them to buy in lines with known local appeal. This could be trialed and sales could be monitored for a fixed period, after which time is situation could be reviewed again if necessary.

3. A return to the previous system of regional buying would seem undesirable, given that the central purchasing policy is both efficient and cost-effective.

(5) Draft a report by the senior executive of a bank about suitable premises for shifting the bank branch.

XYZ Bank
Kutha Bazar Branch,
Batala

29, Oct, 2021
The Managing Director
Head office
XYZ Bank
Nariman point
Mumbai
Subject => Need to shift our branch to a new area.
Dear Sir,
Reference the subject mentioned above, I would wish to submit as under:

Findings :

(i) our present branch is located in an old congested, interior, area of the city.
(ii) The branch is surrounded by delapidated buildings occupied by the poor people.
(iii) Clients shun walking in the poor area, with

Proposals :

(i) There is a large, well-maintained buildings owned by an N.R.I on the mall.

(ii) The N.R.I has settled in the U.S.A and wants to sell the buildings.

(iii) The buildings is suitable and meets the required remenets of a modern bank.

(iv) Accessibility by even large, luxury car is no problem.

(v) The area is inhabited by the rich, high class people.

(vi) The N.R.I can be contacted through his local agent.

Hope sir, you will pay due attention to the matter and do the needful.

Yours faithfully
M.K. Dhingra
Branch Manger

6-December-2021

Documenting

Documenting is one of the most significant stages in the process of report writting in which the citation of different information sources is done on which a report is dependent. Several information sources are print media, websites, personal interviews, and so on. The three main objectives, which are fulfilled with the help of documenting the report sources, are as follows:

1. Supporting the Reasons: The credibility and the reasoning provided by the writer in a report get reinforced significantly. if the information is collected from reliable and reputed sources.

2. Safeguarding writer: The honesty of writer is depicted when he or she acknowledges all the sources of information. using someone's ideas and views and not giving him his due credit is considered to be illegual and unethical.

3. Guiding of Reader: The readers can utilise the various information and go in depth of the topic with the help of citation of sources of information.

Purpose

Determining the purpose of the document is equally important. It could be one of the following.

(i) Provide information
(ii) Give instructions
(iii) Propose ideas / persuade the reader
(iv) Present your opinion

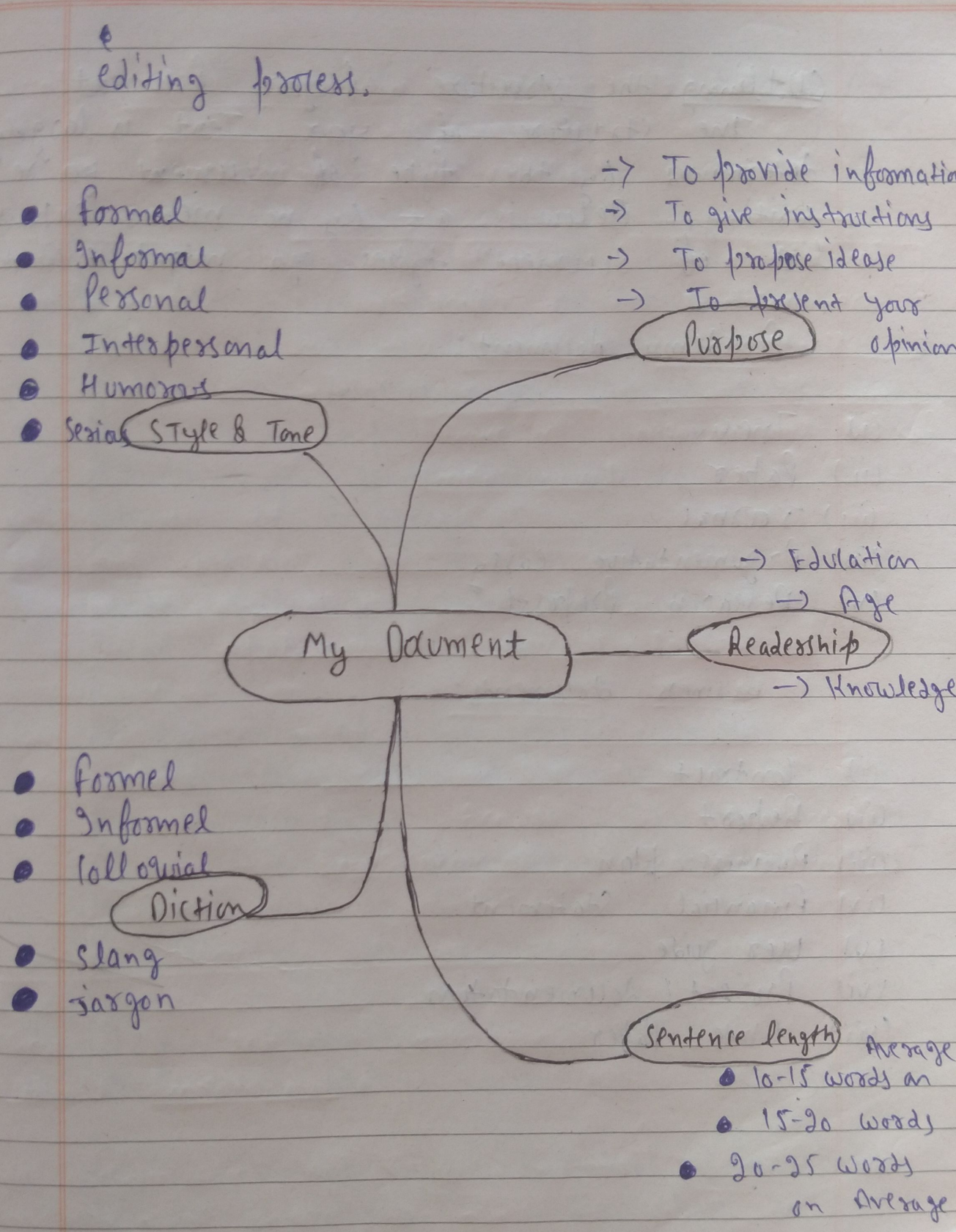
Diction

Give some thought to diction, aka your choice of words. While your business plan should use formal diction, you might want to go easy on jargon, unless the investor you're submitting to is familiar with your specific business niche. With a first-time parent survival guide on the other hand, you'll likely want to appeal to a relatively young audience. Therefore, incorporating some pop culture references and colloquialisms could actually enhance the reader's experience.

Sentence length

The length and complexity of sentences, too, should be adapted to fit your audience. You can keep the map as a reference throughout your writing and

editing process.



Outlining the structure of your Document

The structure of your Text is largely determined by the type of document you're writing. Below is a - by no means exhaustive - list of document types you might encounter:

Academic document:

(i) Thesis
(ii) Paper
(iii) Journal
(iv) Argumentative essay
(v) Research Proposal

Business documents:

(i) Contract
(ii) Report
(iii) Business plan
(iv) Financial Statement
(v) User guide
(vi) Project documentation
(vii) White Paper

6-December-2021

Modes of Communication

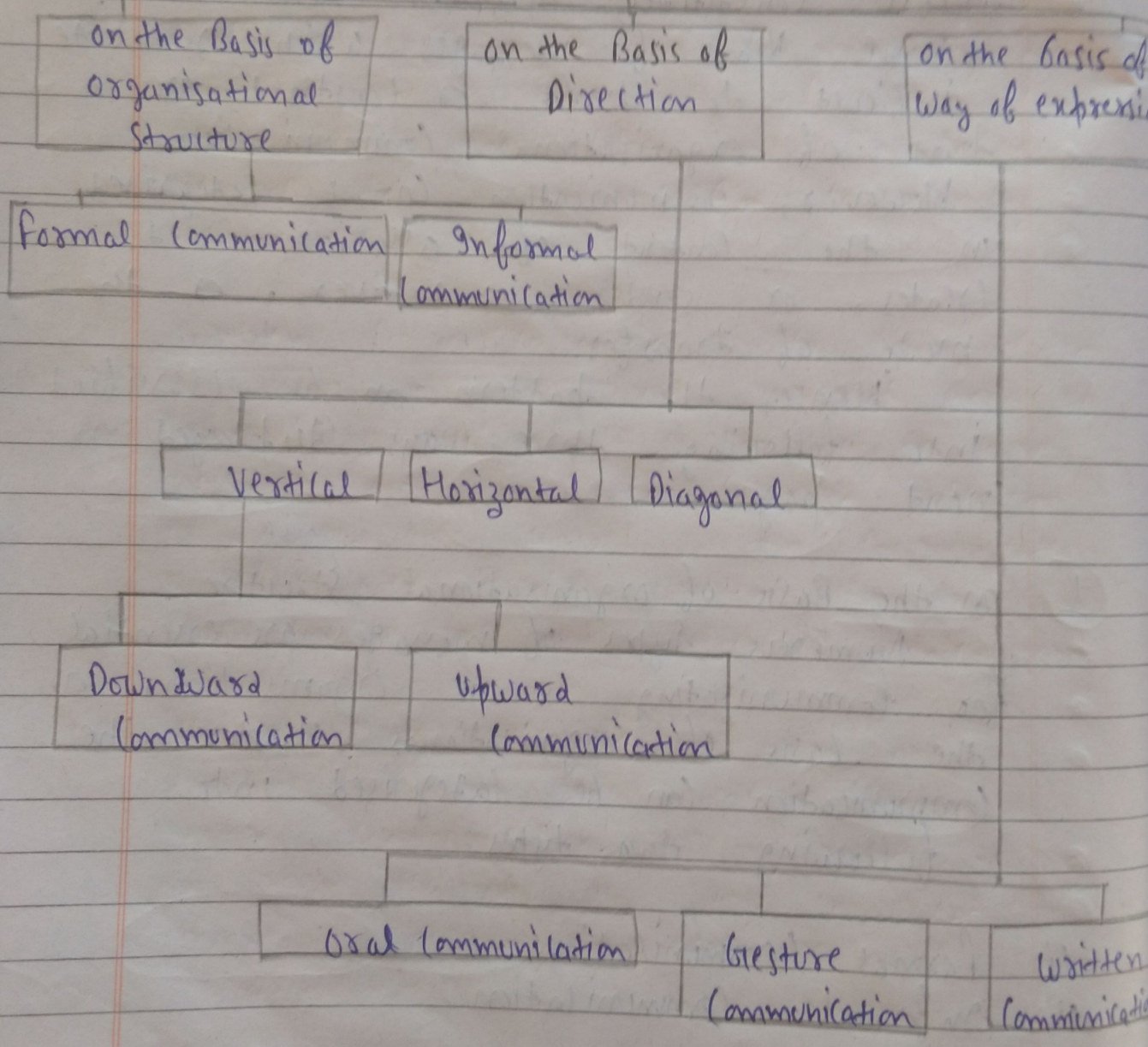
The management of organisational communication process constitutes different elements. Several kinds of messages which are quite difficult to draft or construct are a part of organisational communication.
However, communication can be categorised in the content of association it creates, or sender or receiver, or the mode of transfer.
Hence, the pattern can be classified into following three ways displayed on next page.

1. On the Basis of organisational Structure
Numerous types of messages are essential for communicating is an organisation. On the basis of organisational structure the communication can be categorised into following two types:

(i) Formal Communication
(ii) Informal Communication

(i) Formal Communication => A kind of communication accomplished through a proper chain of command is known as formal communication. Formal communication is a method of communication that is generally controlled and directed

by the employees or managers of a company.



(ii) Informal Communication => The communication that is beyond the realm of formal communication is known as grapevine or informal communication. It is all about communal relationships among the members of the organisation.

The general manager of a company can be in touch with the workers or employees working at the bottom of the hierarchy and can communication the relevant information directly to them without the assistance of any middle level offical.

(2) On the Basis of Direction

The flow of communication in an organisation can be in two different ways namely; intra-scaler communication can be defined as a flow of communication between two people at different mangerial positions.

Intra Slalar communication travels from subordinate to superior, i.e., from lower level to higher level of organisational hierarchy, it is termed as upward communication. Communication can be classified into different types on the basis of direction. The classification can be explained as under:-

1. Vertical communication
   (i) upward communication
   (ii) Downward communication
2. Lateral or horizontal communication, and
3. Diagonal communication

(3) On the basis of way of expression

Communication can be classified into three classes, on the basis of expression. The classification is as follows:

(i) Oral Communication
(ii) Written Communication
(iii) Gesture Communication

(i) Oral Communication => Oral Communication is one of the most Common Syles of spoken Communication. It is the ability and Knowledge essential to Communicate convincingly with others.

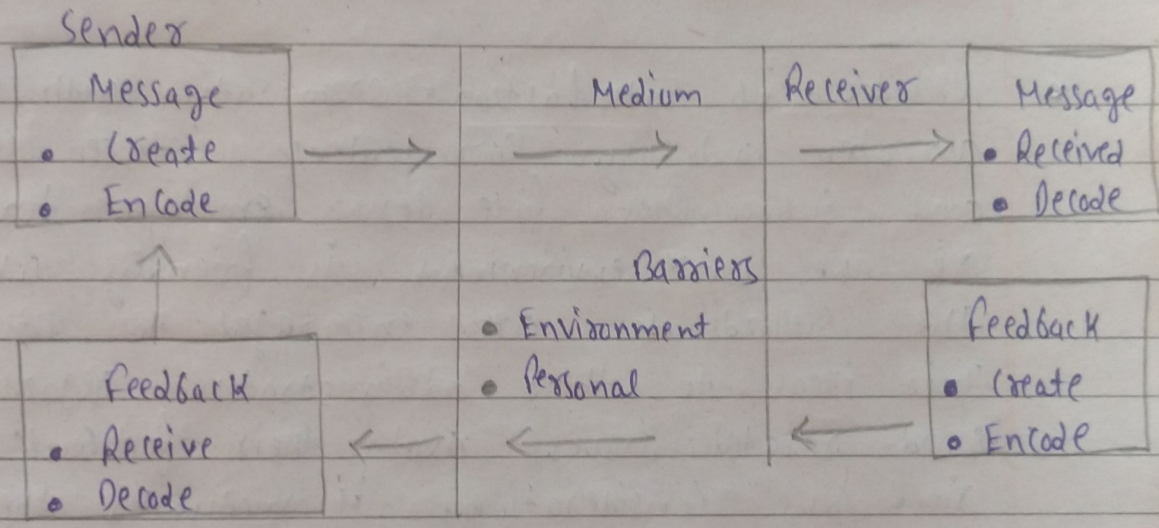
(ii) Written Communication => Written Communication is Viewed as the most universal form of business Communication. It is the way to conveying messages and information through selection of appropriate words. Written Communication is effectuated through written signs and symbols which can be in hand written or printed form.

(iii) Gesture Communication => Expressing one's thoughts by using body parts is Known as gesture Communication. Using right gestures on right occasions is very important to maintain harmonious inter-personal relationships.

29-October-2021

HOW TO COMMUNICATE AT WORKPLACE & PUBLIC SPEAKING

Communication process



The Communication Process

Communication in the workplace & public speaking ⇒ There is no denying the importance of communication in the workplace, considering the fact that in an organization people belonging to different social and professional backgrounds come together to the work for the same goals. Often it is seen that administrators do not realise the importance of communication at work and thus do not convey their ideas, organisational goals, vision etc. very clearly. When administrators in an organisation are unable to create

an environment which promotes open and clear communication. it can have negative repercussions on the work culture and the employee productivity. The importance of effective workplace communication is discussed below:

- Creates job satisfaction => Organisations with encourage an open and easy correspondence between seniors and subordinates face lesser employee turnover. If the work environment is friendly where the subordinates are encouraged to communicate their ideas to their administrators regarding word-related issues, and their feedback is given due consideration, it motivates the employees to work better and makes them feel valued in the organisation. Thus effective communication in the workplace helps in building loyalty and trust which eventually attributes to greater job satisfaction.

- lesser conflicts => Open communication in the workplace can help prevent and resolve many conflicts. workplace conflicts are easily resolved through open and clear communication and mutual discussions; this can lead to personal and professional growth.

- Increases productivity => Effective communication at work ~~can help~~ is the most important

issue for the success and failure of an organisation. Every organisation has a set of clearly defined goals, objectives and vision. If an administration is clear in his/her communication the subordinates will know exactly what the organisation wants and thus, will be able to deliver the same to the best of their abilities. Thus, the importance of communication skills can be judged from the fact that it leads to better deliverance of work, increasing workplace productivity.

- Proper utilisation of resources => If an organisation faces problems, crisis and conflicts due to miscommunication between the staff members, it causes unnecessary delays in the daily work. This leads to wastage of resources and lower the overall work productivity. So an environment of good communication is a must for any organisation to better utilise its resources and increase productivity.

PUBLIC SPEAKING

"Nothing in life is more important than the ability to communicate effectively."
— Gerald R. Ford

Communication in its multiple forms pervads today

today's business environment. With numerous job interviews, conference calls, meetings, product presentations, workshops and public event, more leaders realize the importance of developing good interpersonal communication skills within the company. Yet the majority of executives and employees continue to neglect and overlook the use of public speaking, leaving the advancements and better career opportunities for those who take proactive steps to master the art of speaking in public.

The truth is that you might have the best products or services, years of experience or an outstanding business idea, but if you do not communicate this to your target audiences, you are limiting your effectiveness. All too often, the very best and inspiring stories in organizations and companies go untold because of people's reluctance to or fear of taking the stage.

The art of public speaking holds many practical benefits that go far beyond delivering a project presentation or holding a successfull meeting.

Developing your communication skills and learning to in public :

- opens up new opportunities for career advancement
- positions you as a authority

- Sets you apart from your competition
- Attracts the right customers to your business
- Produces a faster sales cycle
- Improves internal communication
- Increases employee's productivity

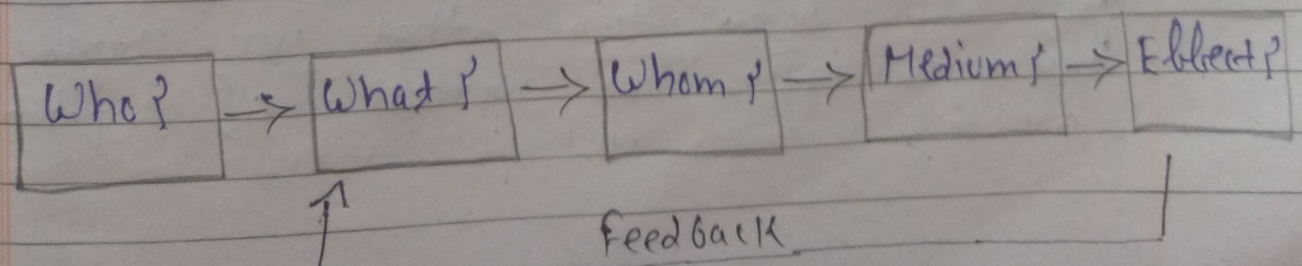
Benefits of public speaking :-

- Increased self-confidence
- Improved communication skills
- Greater organizational skills
- Greater social influence
- Improved memory
- Enhanced persuasion ability
- Enhanced ability to listen

Modern elements of public speaking

The widespread accessibility of mass media and especially, the internet, has made it easy for us to reach a vast audience and let our voice be heard.

Most public speeches can be broken into five basic elements, usually expressed as "Who is saying what to whom using what medium with what effects?"



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APPEARING FOR AN INTERVIEW

Interviews have become an important part of our lives. From early childhood we face interviews. When you are young parents are eager that you perform well. As you grow older, you yourself wish to do well at interviews. In this lesson you will ~~learn~~ be given some guidence in facing interviews.

Preparing for an interview

To prepare to perform well, you must engage in some pre-interview activities. Pre-interview planning involves learning something about the company / organisation, analysing your strengths and weakness and making sure your appearance and behaviour create the right impression. Given below the some of the ways in which you can prepare yourself for an interview.

(a) Studying the Company

You must gather information about the company. This will convince the interviewer about you sincerity. The interviewer will not waste precious interview time providing you with information that you should have gathered. Your sources of information are :-

(i) The Advertisement
(ii) Employees of the Company
(iii) other Candidates who have been interviewed
(iv) Newspaper and Journals
(v) Internet

(6) Plan your appearance

You should dress in such a way that you do not create a negative impression. For example your fingers nails must be neat and clean, your shoes well polished and your hair well groomed.

Avoid gaudy, casual or party wear. Find out the Company's dress code. If you dress and look like the people who already work at the Company, the interviewer will find it easier to see you working there.

(c) Plan your Time

One of the worst things you can do is be late for an interview. Plan your time so that you arrive early. This planning allows you to unwind and prepare yourself for the interview.

At the same time, don't sit just making yourself nervous. Move around a little and talk to the other candidates. Should something prevent you from reaching on time, do telephone your apology.

Meeting face to face - The interchange

Now that you have gone through the plannings stages, you are ready for the interview. Your job is to sell yourself so successfully, that you are selected at the interview.

Given below are some points to remember while facing an interview.

(a) Opening formalities

When you meet the interviewer, greet him/her and address him/her as 'Sir/Madam'. If the interviewer initiates the handshake wait for the interviewer to invite you to sit down. Carry your certificates in a file and place them on table.

(b) Interviewing guidelines

Much of the information about you will appear on the resume or company application form already available to the interviewer. Thus, the interviewer will most likely seek to assess your attitudes towards work and the probability of fiting your successfully into the organization.

(c) Handling salary discussion

For most entry-level positions the beginning salary is fixed. However, if you

have world experience, excellent scholarship records, or added maturity. You may be able to obtain larger salary. The interviewer should initiate the salary topic. What you should know is the general range of candidates with your qualifications so that your response to a question about how much you would expect is reasonable. If you have added qualifications, you might say, "with my years of qualifications. In any case though, don't attempt to make salary a major issue.

(d) Closing the interview

The interviewer will provide the clues indicating that the interview is completed by rising from the chair or making a comment about the next step to be taken. At that point, don't prolong the interview needlessly. Simply rise, thank the interviewer for the opportunity to meet, and close by saying you look forward to hearing from the company. The neathers with which you close the interview may be almost as important as the first impression you made.

(e) Practising for interviews

Although most of us tend to be nervous during our first interview, we gain confidence with experience. Therefore, practice and rehearse.

Work with someone else in mock interviews, alternating roles as interviewer and interviewee. Then follow each practice interview with a constructive critique of each other's performance. A few such mock interviews will give you some experience and will make the first real interview more effective.

The job interview maybe the important face-to face you will have. You will be selling yourself in competition with others. How you listen and how you talk will be measured by the interviewer. Since Practice leads to perfection, you will never regret the time you spend rehearsing your interview.

8- December- 2021

EFFECTIVE COMMUNICATION

Definition => Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.

We can generally say that it involves:

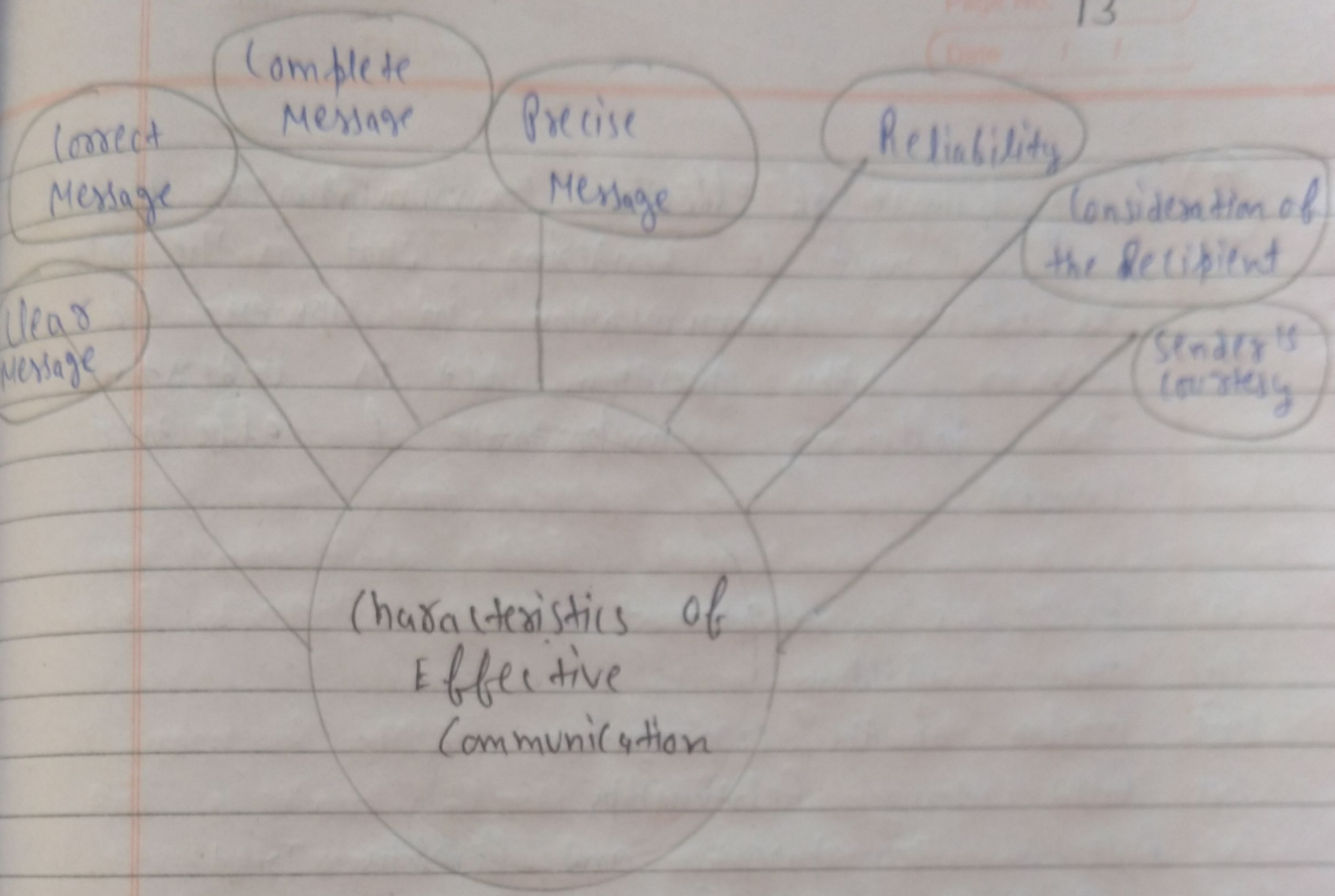
Sender: The person who initiates the process of communication by sending a message;
Receiver: The one to whom the message is to be delivered.

Content : Effective communication

1. Characteristics
2. Skills
3. Significance
4. Barriers

(1) Characteristics of Effective communication

Just delivering a message is not enough; it must meet the purpose of the sender. Keeping this in mind, let us discuss the elements which make communication effective.



2 Effective Communication Skills

Conveying a message effectively is an art as well as skill developed after continous practice and experience. The predetermined set of skills required for an influential communication process are as follows:

(i) observance
(ii) Clarity and Brevity
(iii) Listening and understanding
(iv) Emotional intelligence
(v) Self - editing
(vi) self - confidence
(vii) Respectfulness
(viii) Non- verbal Communication
(ix) Selection of Right Medium
(x) Providing feedback

(3) Significance of effective Communication in Business

You must be wondering, What is the role of effective Communication in business? To answer this question, Let us understand the following importance of effective business:

(i) Employee management
(ii) Team Building
(iii) Growth of the organization
(iv) Build strong Relationships
(v) Ascertain Transparenly and Develops Trust
(vi) Facilitates creativity and Innovation
(vii) Reduces misunderstanding
(viii) organizational Growth

(4) Barriers of Effective Communication

There are certain obstacles which sometimes hinder the process of Communication, making it less useful for the sender as well as the receiver. These barriers are categorised under three groups. Let us understand these in detail below:

Barriers of effective Communication

1. Barriers involving words

(a) Language
(b) Disorganized Message

(b) Ambiguity and overuse of Abstractions
(d) Information overload

2. Barriers involving people's Background

(a) Attitudinal Differences
(b) Demographic Differences
(c) Lack of common Experience or prespective
(d) Jumping to Conclusions

3 Physical Barriers

(a) Attitudinal Differences
(b) Demographic Differences
(c) Lack of common Experience or prespective

Thus, we can say that the significant purpose of communication is to pass on the information to the receiver in such a manner that it does not lose its significance. At the same time, the message must be received in its purest form.

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DIALOGUES WRITTING

1. Dialogue between you and your teacher about which course to study at Valations.

Child: Good morning sir, how are you?
Teacher: I am completely fine. What about you?
Student: I was wondering which course to learn in my Vacations.
Teacher: It can be confusing with so many options online. You should make a list and narrow it down as per your interest.
Student: I have tried that but still I am left with three options - Artifical intelligence, Machine learning or Data Science.
Teacher: Well! All of them are very interesting courses, but as far as I remember you have always been interested in Artifical intelligence.
Student: Yes! I will do because I feel it is our future.
Teacher: Well then its no harm in pursing it and later if you find it less interesting you can always switch.
Student: Yes it sound like a great idea. Thanks!

2) Interior Design Dialogue.

Sooky: Hello Sara.
Sara: Hello Sooky.
Sooky: Can you help me to design my room?
Sara: Yes, of course.
Sooky: So, what can I do to make my room contemporary?
Sara: You can furnish your room with elagant elements such as a square table, a flower painting and calm lights.
Sooky: Should I create a workspace in my room?
Sara: Yes, but you have to harmonize the furniture and the size of the room to mak it balanced.
Sooky: Thank you for helping me.
Sara: You're welcome.

③ Dialogue between two friends on the choice of profession.

Asad: Hello ! Dear, how are you?
Umer: I am fine and what's about you?
Asad: I am also fine, where have you been as we have met after a long time?
Umer: I went abroad after taking the BA exams.
Asad: Very nice, do you know when the result is being announced?
Umer: I hope that by tomorrow the result will be announced.
Asad: So, what is your program after passing the BA exams.
Umer: My intention is to be lawyer after doing BA.
Asad: very well, why do you like to be a lawyer?
Umer: I am interested in this from my childhood and i like that profession.
Asad: OK.

(4)

Teacher: Mon, Stand up. What am i teaching?
Student: Sir, you are Teaching grammer.
Teacher: Mona, look at the board. See the word- Adjective! is the spelling correct?
Student: Yes, Sir! This spelling is correct.
Teacher: Can anyone tell me what a noun is?
Student: A noun is the name of a person, a place or a thing.
Teacher: Delhi is a capital of india. Name any two nouns used in this sentence.
Student: Delhi and the city are the two nouns.
Teacher: What kind of nouns are they?
Student: Delhi is a proper noun and the city is a common noun.
Teacher: Period is over now. I'll explain to you this topic tomorrow.

(5) As receptionist at a hotel you had the following conversation with Ms Arohi, the HR Manager of the publishing house.

Arohi: Hello! Is it hotel paradise Regenly, Dehradoon?
Receptionist: Yes. please. what can I do for you? I am the Receptionist here.
Arohi: Arohi, HR Manager from excellent publishers Ltd, Delhi. We have planned to organise a two day conference at Dehradoon. Do you have any confrence Hall?
Receptionist: of course, we have Ma'm.
Arohi: Could you please e-mail or fax me your tariff ASAP so that we can discuss and finalise it sooner.
Receptionist: Oh, sure Ma'm. Please tell me you E-mail ID or fax No.
Arohi: My E-mail ID is hr@excellentpublishers.in and my FAX is 011-22335548.
Receptionist: OK Ma'm, I'll do it ASAP. It would be our pleasure to serve your company.
Arohi: That's OK.