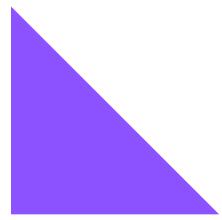
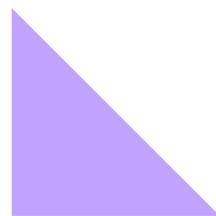




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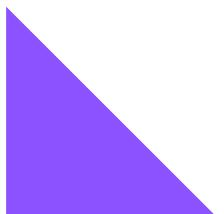
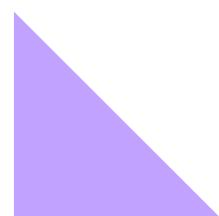


Communication Skills For Professionals



Notes

Unit 3, 4



Syllabus

UNIT - III

Letters at the Workplace – letter writing (hard copy and soft copy): request, sales, enquiry, order, complaint.

Job Application -- resume and cover letter

Meeting Documentation-- notice, memo, circular, agenda and minutes of meeting.

Report Writing - Significance, purpose, characteristics, types of reports, planning, organizing and writing a

report, structure of formal report. Writing an abstract, summary, Basics of formatting and style sheet (IEEE

Editorial Style Manual), development of thesis argument, data collection, inside citations, bibliography; Preparing

a written report for presentation and submission. Writing a paper for conference presentation/journal submission.

UNIT - IV

Listening and Speaking Skills: Importance, purpose and types of listening, process of listening, difference

between hearing and listening, Barriers to effective listening, Traits of a good listener, Tips for effective listening.

Analytical thinking; Speech, Rhetoric, Polemics; Audience analysis.

Telephone Skills - making and receiving calls, leaving a message, asking and giving information, etiquettes.

Presentations: Mode, mean and purpose of presentation, organizing the contents, nuances of delivery, voice and body language in effective presentation, time dimension.

Group Discussion: Purpose, types of GDs, strategies for GDs, body language and guidelines for group discussion.

Interview Skills: Purpose, types of interviews, preparing for the interview, attending the interview, interview process, employers expectations, general etiquettes.

Group Discussion

Group Discussion - Group discussion is a cooperative, not competitive, learning process. Good results depend on everyone sharing their thoughts. In GD's, the group members have to interpret, analyse, and argue, so as to discuss the topic or case threadbare as a team.

- In group discussions (GDs), a particular number of people (approximately six to fifteen) meet face to face and through free oral interaction, develop, share, and discuss ideas.
- Group discussions are widely used in many organizations for decision-making and problem solving.
- When issues are discussed in a group, one should give importance to the characteristics of group behaviour — group orientation, orderly conduct, time-sharing, involving everyone, respecting others' viewpoints, cooperation etc.
- The group discussion process, headed by group discussion leader, should facilitate participatory, egalitarian discussion among group members, and not the lecturing or domination of the group by one or two members. It won't work if people are passive; one must be active both in listening and sharing. The idea behind this is that active participation enables members to fully engage the materials and arrive at a deeper understanding of them.

GD Vs Debate :- As mentioned earlier, GD is a cooperative, not a competitive learning process. Therefore, a GD is not the same as a formal debate. In a debate, one is supposed to speak either for or against a motion. In GDs, on the other hand, all the members of the group are expected to deliberate upon the issue extensively, and it is possible for any of them to change their stand

If they find themselves convinced about the other side of the perspective, GD, is a process where the discussion just evolves naturally without anything to be proved, from the ~~initial~~ onset. The very nature of GD, therefore, demands flexibility on the part of the participants, and a lack of it, or a consequent stubbornness or rigidity is seen as a serious flaw in their personality.

General Guidelines :-

In a formal GD, there are six to fifteen members in a group and they are asked to sit in a circular, semi-circular, or U-shaped seating style (Senate room sitting). They may be familiar or unfamiliar to each other. They are given fifteen to forty-five minutes to discuss a topic or a case study depending on its nature.

Every member of the group is given the opportunity to participate and makes some contribution to the group discussion process, taking turns doing so. Group members must come prepared to discuss the readings.

Group Process:

- ① Introduce Yourselfs.
- ② Identify and discuss main ideas and themes from the reading, and your reactions to and critiques of the readings.
- ③ Group reports to the rest.

Qualities looked for in GD / Personality Traits to be evaluated:-

- Leadership
- Knowledge / Awareness
- Analytical / Reasoning Ability
- Conviction / Assertiveness
- Motivation
- Communication Skills
- Attentive listening

- Leadership Quality includes -
 - Taking Initiative
 - Ability to give direction
 - Taking the group along
 - Listening, Goal fulfilment

An effective leader discusses the topic assertively by touching on all its nuances and tries to help the group reach the objective of the GD. Leadership in GD is never pre-defined. It is through person's performance that he/she emerges as a leader in a GD.

A leader would be someone who facilitates discussion on a GD topic in a constructive manner. A leader shows direction to the group whenever the group drifts away from the topic. He/she coordinates the efforts made by different team members in a GD. He/she also contributes to the GD at regular intervals with valuable insights. Leader continuously inspires and motivates his/her team members to express their views.

- ⇒ Analytical / Reasoning ability - If one possesses good reasoning skills, it helps to express ideas and opinions in a convincing and rational manner. The golden rule is that when one presents his/her ideas with proper reasoning and argument, one has a better score.

While participating in a discussion, use of facts and figures lend credence and conviction to arguments. It also shows the speaker's general awareness.

- ⇒ Knowledge / Awareness - One must be aware of the things that are happening around, be it a political, religious, financial, or social development. Awareness of all such activities helps you provide proper examples, adequate facts, and proper analysis in GDs. Knowledge of the subject matter being discussed gives one the upper hand in the GD.

- ⇒ Conviction / Assertiveness - The participants must put forth their points to the group in a very emphatic, positive and

confident manner. Assertiveness is often confused with aggressiveness. Aggressiveness is all about forcing your point on the other person, which can be a threat to the group. An assertive person displays positive body language, both while speaking and listening to others.

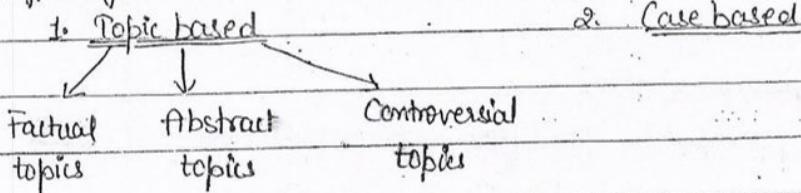
Similarly, the strength with which the argument is posited leads to good result. This strength stands for conviction and not for aggressiveness.

⇒ Motivation - In order to exhibit good leadership skill, always try to encourage the inert participants. This reflects ~~poor~~ positive trait. It is seen that in GDs, participants are more keen to speak rather than listen to others. This is a negative trait of one's personality. A good team member should encourage others to participate.

⇒ Communication Skills - Most importantly in a GD, the participant's communication skills matters a lot. Communication skills comprises not only your verbal but also your non-verbal skills. It includes person's confidence, listening skills, way of delivery, body language, etc. The way one speaks can bring lot of merits, on the other hand being aggressive, emotional, hyper and taunting can turn things down. While participating in a GD one should be calm, composed and relaxed; and should speak confidently.

⇒ Attentive Listening - One cannot be a good speaker, until and unless one is a good listener. This holds good in all communication spheres, including GD. One should listen carefully to others when they present their views. This will help in two ways. First, it helps to understand the ideas presented and second, one can get ^{higher} ideas ~~other~~ analyzed by others, which in turn enables one to critically ascertain their validation.

Types of GD :- GDs are of two types:



1. Topic based GDs :-

⇒ Factual topics - Mostly groups are given topics which are factual in nature. These are related to day-to-day socio-economic facts or environmental issues. Eg - Growth of Tourism in India,

n Higher Education in India, etc.

⇒ Abstract topics - Abstract topics are given at the higher level. These are usually intangible in nature. One needs to approach these topics with innovative and lateral thinking. For example, topics such as Blue is Better than Green, All are equal but some are more Equal than Others, Money makes you Poor, etc are some abstract topics.

⇒ Controversial topics - These topics are controversial in nature. Participants are bound to have divided opinions. These topics are given so as to observe the maturity level of participants on such issues. One should not lose ~~their~~ his/her temper or give a narrow interpretation of issues being discussed. For example, you may be asked to discuss debatable issues such as Reservation should be Abolished in India, or Women are Unfit for Defence Service.

2. Case studies-based discussions :- These are real-life simulated situations. Usually, these involve some kind of problems which are to be resolved. The key to such topics is that there is no right or wrong answer, but your approach to the solution is highly important.

Skills to be honed/acquired for GD :-

→ Being friendly, cooperative and approachable.

It is important that your co-participants find you approachable and easy to talk to. People who are grumpy, haughty or impulsive are often left out in group activities.

→ Encouraging participation from participants.

Only a cooperative and conducive environment will encourage healthy participation from the group members in a GD. One should appreciate the good points of others. It's necessary that you don't see others as your adversaries, rather take them as your friends.

→ Not hurting anyone

Humility is a virtue that is always appreciated. Even if you disagree with what a co-participant is saying, you should never rebuff or belittle the other person. During heated arguments, be silent, then give a studied opinion and take control of the situation.

Your presence of mind, ~~less~~ humility, tranquillity, tolerance and ability to adapt and respond to impromptu situations

are also under a scanner in such group exercises.

→ Not being domineering or dismissive

One should not try to dominate others or emphasize an idea beyond the point of tolerance, else, don't dismiss another person's point of view to score points. One should be receptive in GD.

→ Avoiding emotions

Emotions are common and natural to human nature. However, it is not desirable to overplay your emotions, particularly in a GD.

Do not make any personal comments ~~too~~ during GDs. One should have the balance of rational and emotional sense.

→ Avoiding peer discussion

FGD is meant to test your team skills. Hence, whatever

information you intend to share, it should be addressed to the entire group and not to one or two members. Don't start talking or arguing with ^{one} or two members ignoring others, something that other two ~~are present~~

⇒ Pay attention to

- What you speak
- When you speak
- How you speak

⇒ To flavor your participation in GDS, use the expressions like
With your permission, may I supplement?

May I intervene?

May I add to that - May I suggest?

There is or can be another angle?

While supporting what you said, may I add?

With your permission, may I sum up the discussion?

Can I interrupt?

Would you mind me completing this idea?

Excuse me for interrupting you, but...

Sorry to barge in ... but...

I agree with you, but...

Listening Skills

Listening :-

"Speaking is silver, listening is gold." - Turkish Proverb

'We have two ears and one mouth so that we can listen twice as much as we speak.' - Epictetus

We use our ears to hear & brains to listen.

Seek first to understand, then be understood. - Stephen Covey.

Listening is something we consciously choose to do. It requires concentration so that your brain processes meanings from words and sentences. Listening leads to learning.

It is the process of receiving, constructing meaning from and responding to spoken and/or non-verbal messages.

- It minimizes confusion and misunderstanding; eliminates stress and tension. It is both physical and mental process.
- Listening is to hear something with thoughtful attention.

Listening Process: Listening is described in numerous studies as the most prominent kind of communication. Listening is a process that consists of five elements : Hearing, Attending, Understanding, Responding and Remembering.

Hearing: Hearing is the physiological dimension of listening that occurs when sound waves strike the ear at certain frequency and loudness and is influenced by background noise.

Attending: Attending is the process of filtering out some messages and focusing on others. At this stage the messages are recognized.

in specific context

Understanding: Now the listener starts decoding the messages. As person listens, he/she employs his/her own values, beliefs, needs, ideas, etc. to interpret the speaker's messages. Understanding occurs when we make sense of a message.

Responding: At this stage, the listener is ready to respond and react. It consists of giving observable feedback to the speaker such as eye contact and appropriate facial expressions.

Remembering: This is the final stage of listening process. It is the ability to recall information. Good listening enables the listener to retain the information for future reference. In order to increase the retention, one needs to make conscious efforts by taking down proper notes, organizing the matter sequentially, or retain the information by using analogies or other associated visual symbols.

Listening Vs Hearing :-

→ Hearing is an automatic process in which sound waves stimulate nerve impulses to the brain. We may call it the discriminative phase, in which we detect the vital sounds of spoken communication. Although it is the necessary condition to the listening experience, it is only the first step in the process of listening. It is a mere physical process and an involuntary activity. Hearing simply happens, it is natural and passive on the part of listener.

Hearing is perception of all that is being stated in accordance with one's own frame of reference. The interactant in this case, though physically present on the scene is merely responding to the spoken words without really absorbing the contents of the message.

→ Listening is different. It is a voluntary activity that goes beyond the mere physical reaction to sounds. At the very least, listening involves focusing, understanding, and interpreting. It expands on hearing when we pay attention to the meaning of what we hear.

Therefore, listening is all about consciously, actively, and systematically processing information. Listening demands perfect coordination between the ears and the brain, which results in decoding the speaker's message aptly.

Listening seems to have become a part of the process of hearing. Listening, in comparison to hearing, is an accurate perception of all that is being stated.

Various kinds of Listening :-

Effective Listening :-

Effective listening is a dynamic activity that seeks out the meaning intended in messages, considers their motivation, evaluates the soundness of their reasoning and the reliability of their supporting material, calculates the values and risk of accepting their recommendations, and integrates them creatively into the world of the listener.

→ Effective listening is a systematic activity that ...

Empathetic listening :- The word empathetic is derived from 'empathy' which means to ~~feel~~ feel the pain or to understand the situation of the other person.

In, empathetic listening, the listener is required to empathize with the speaker. Since, the listener try to understand the speaker's situation, it helps in strengthening the relationship between the listener and the speaker. In this type of listening one appreciates the speaker's emotions and tries to provide emotional and moral support.

When a person is empathetic, he/she encourages speakers by suspending judgement and allowing them to be heard. The listener tries to see the things from speaker's point of view, even though he/she may not agree with the speaker.

Appreciative listening:- A kind of listening in which one responds to beauty in the message. For instance, one may enjoy the simplicity, balance and proportion of a speech structure or the eloquence of a speaker's word.

Such listening is for deriving aesthetic pleasure. Like, listening to music, watching a movie, comedian, etc.

Critical listening:- Critical listeners analyze and evaluate the content of a message. They factor into the analysis their assessment of the speaker's motives and feelings. This kind of listening adds the element of 'mind' (wisdom). In critical listening, listeners also provide appropriate feedback to the speaker. As one evaluates, one may offer visual cues, such as smiles or frowns, puzzled looks, or nods of agreement, that let a speaker know how listener is responding.

Constructive listening:- This kind of listening involves seeking in messages their value for our lives. Constructive listeners add to a message, finding in it special applications useful to them. These listeners may question the speaker afterwards, creating a dialogue that extends the meaning of the speech. Such dialogues often produce discoveries, better realizations of shared values, and better answers to public question.

School	/sku:l/	Suite	/su:tɪ/
Church	/tʃɜ:tʃ/	Career	/kə'reɪə/
System	/sɪstəm/	Cat	/kæt/
Finnish	/fɪnɪʃ/	One	/wʌn/
Farmhouse	/fa:mhaʊs/	Cite	/saɪt/
Chair	/tʃeə/	Tier	/tɪə/
Eye	/aɪ/	Government	/gavənmənt/
Engineering	/en:dʒɪnɪəriŋ/	Circle	/sɜ:kɪl/
Thick	/θɪk/	Detail	/dɪ:tɪəl/
Thin	/θɪn/	Cite	/saɪt/
Communication	/kə'mju:nɪkeɪʃn/	Choir	/kwaɪə/
Technology	/tek'nɒlədʒi/	Adjective	/æd'dʒektɪv/
Revisim	/ri:vɪzən/	Cabbage	/kæbidʒ/
College	/kɔ:lɪdʒ/	Anarchy	/æn'ækɪ/
Park	/pa:k/	Profile	/prəfərəl/
✓ Phonetics	/fə'nɛtɪks/	Automobile	/ɔ:təməbi:l/
Sentence	/'sentəns/	Zero	/'ziərə/
Teacher	/t̬ɪ:tʃə/	Comb	/kɔ:bɪm/
Department	/dɪpə:t'mənt/	Canal	/kænæl/
University	/ju:nɪvɜ:səti/	Swift	/swɪft/
Academic	/æk'ædemɪk/	Major	/meidʒə/
Council	/kɔ:vnsl/	Detail	/dɪ:tɪəl/
Station	/steɪʃn/	Church	/tʃɜ:tʃ/
Subtle	/sntl/	Paper	/peɪpə/
Cotton	/kɔ:tən/	Sound	/saʊnd/
Receipt	/ri'si:t/	Creche	/kref/
Engineer	/endʒɪnɪə/	Prepare	/pri'peə/
Subject	/sʌbdʒɪkt/	Nerve	/nɜ:v/
Report	/ri'pɔ:t/	Justify	/dʒʌnstɪfai/
Annual	/ænjʊəl/	Cold	/kɔ:ld/
Heme	/ha:mə/	Bright	/braɪt/

Youth	/ju:θ/	vent	/vent/
Friend	/frend/	went	/went/
Objective	/ɒbjektɪv/	bust	/bʌst/
Language	/længwidʒ/	burst	/bɜːst/
Apprentice	/aprentis/	bud	/bʌd/
Neighbour	/'neibə/	bird	/bɜːd/
Excited	/ɪksaitid/	find	/faɪnd/
cancellation	/kænsəleɪʃn/	for	/fɔːr/
change	/tʃeɪndʒ/	speak	/spi:k/
Driver	/draɪva/	image	/ɪmɪdʒ/
flammable	/flæməbl/	Icon	/aɪkən/
heating	/hitɪŋ/	English	/ɪngglɪʃ/
Pronounce	/prə'nawns/	Aim	/eɪm/
Repair	/ri:pə/	Bags	/bæg/
Scissors	/'sizəz/	passed	
Swing	/swɪŋ/	Excellent	/eksələnt/
Den	/dən/	Doctor	/dɒktə/
Dawn	/dɔ:n/	Epic	/epɪk/
Cot	/kɒt/	Chalk	/tʃɔ:k/
Coat	/kɔ:t/	Stadium	/steɪdiəm/
Caught		Perfect	/pɜ:fɪkt/
shot	/ʃɒt/	Bird	/bɜ:d/
short	/ʃɔ:t/	Word	/wɜ:d/
cod	/kɒd/	Earth	/ɜ:θ/
Cord	/kɔ:d/	Journey	/dʒɜ:ni/
Vet	/vet/	Engineer	/endʒɪnɪə/
Wet	/wet/	Treasure	/'trezə/
verse	/vɜ:s/	Syllabi	/'sɪlabɪ/
worse	/wɜ:s/	Behest	/bihest/
Vine	/vain/	Began	/bigən/
wine	/wain/	Symbol	/sɪmbəl/

Singer /sɪŋə(r)/

swing /swɪŋ/

lovely /lʌvli/

Masterpiece /mæstə(r)pi:s/

Systematic /sistəmætik/

Train /treɪn/

Mature /maʊtʃə(r)/ /maʊtʃu:(ə)r/
/mætʃə(r)/

Population /pɒpju:ləfən/

Police /pəli:s/

Honest /'ɒnɪst/

Forcefully /fɔ:(r)sfali/

Intellectual /ɪntelɪktʃuəl/

the - like

Confusion /kənfju:nʃən/ /kənfju:ʒən/

like - like

Tremendous /trimendəs/

Rendezvous /rəndevu:/

Slight /slait/

Blink /blɪŋk/

Bedroom /bedru:m/

Particular /pətɪkjələrɪ/

Conspicuous /kənspɪkjʊəs/

Memos - Memorandum is popularly known as memo. The literal meaning of the word memorandum is a note to assist the memory. Memorandum is singular in number. Its plural forms are memorandums or memoranda.

→ A memo is used for internal comm^r b/w executives & sub-ordinates or b/w officers of the same level. It is never sent outside the organization.

→ A memo can be used:

- to issue instructions to the staff.
- to communicate policy changes to the staff.
- to give/ seek suggestions.
- to request help or information.
- to confirm a decision arrived at on the telephone.
- to intimate granting / withholding permission to do something.
- to seek explanation on some matter of conduct, etc.

Memo-format - Since a memo moves from one department to another or from one department to another or from one employee to another, it is essential to write the name of the person sending the memo and the name of the recipient & the designation or department of both the persons. It must also have reference number.

The words 'From' and 'To' are invariably used in a memo.

There is no salutation, & the writer's signature is put without writing the subscription or complimentary close.

→ The memo is properly dated, is written in a direct style, & is as brief as possible.

→ The 3 factors to-be kept in mind while considering the tone are:

1. Who is going to read the memo,
2. The sub-matter of the memo, &
3. The company house style.

- If more than one point are dealt with in a memo, it is usual to put them in separate paragraphs & to number the paragraphs. This practice ensures that the addressee responds to all the points made in a memo. However, dealing with a single point facilitates filing & future references.

COMPANY NAME	
INTER-OFFICE MEMO	
No.	Date:
To:	
From:	
Sub:	
(1)	
(2)	
Copies to	
	Signature

Advantages of Memo:-

1. It is brief & convenient.
2. It is inexpensive mode of comm for internal business comm.
3. It can be used for future references.

Body Language

NonVerbal Communication :- NonVerbal Communication is comprised of all of the messages other than words that people use in interaction.

- NonVerbal communication is a dynamic process that engages the mind, body & society as intersubjective entities. Humans create symbolic meanings for - and attach them to - the behaviors of self and others. They are influenced by the contexts of action & by master themes in society.

Elements involved in human non-verbal comm :-

- Culture, social & psychological factors
- Gender, ethnicity, age & technology
- Social contexts
- Space, time & physical environment
- Paralinguistic elements - pitch, tone, speed
- Body language

Types of NonVerbal Communication :

- (1) Kinesics
- (2) Haptics
- (3) Personal / Physical Appearance
- (4) Artifacts
- (5) Proxemics
- (6) Environmental factors
- (7) Chronemics (Time)
- (8) Paralanguage (Vocal Qualities)
- (9) Silence

Notice - An office Notice or Circular is in the form of a letter addressed by the office to all branches or to all departments & is drafted in such a way that the information is useful & is understood by all concerned.

- The purpose of a notice is to circulate the information contained therein
- Office notices are meant to bring information ~~containing~~ of a general nature to employees in the organization.
 - When it is desired to make an information accessible to the maximum no. of people, it is best to put it on the organization's notice board in the form of a notice.
 - Notices are used to :-
 - ① announce social events of interest to the staff
 - ② inform the staff of any changes in procedure &
 - ③ report other matters of interest.
 - ④ Sometimes used to advertise posts that have to be filled from within the org.

COMPANY NAME

R.N.

NOTICE

Date

Head

- Give the notice a clear heading. Use sub-headings, if necessary, to breakup the info logically.
- Give the info in the form of short, simple sentences. Use bulletmarks or asterisks or numbers to display points on separate lines.
- A visual may be included if possible or desirable.
- Include the date & the name & ^{the} designation of the writer.
- You may use diff' point size & diff' fonts to highlight the various points to make the notice look attractive.

Kinesics or Body Language :-

Body communication has been studied under the general name of Kinesics. People often associate the idea of bodily communication exclusively with the use of gestures, but the field of study is now much broader.

→ A kime is the smallest unit of body expression, such as facial movement; a morph may express the movement by two or more head motions; & a kinemorphic construction may refer to the movement of the entire upper torso - all in synchrony with the verbal stream. Using this body language system, researchers have attempted to show how the verbal & the nonverbal streams work together in synchrony.

Dancing, for eg, reveals the integration of the body & how it manifests action signs.

Body Language means the changes that occur in the body position & movements that show what the person is feeling or thinking. Much of it is involuntary, & unconscious; most persons are not aware of their body language; but it makes a powerful impact on others.

Body language can make or spoil a presentation.

Body language always conveys meaning. It is :-

→ Omnipresent - it always accompanies spoken comm.

→ Emotionally expressive - it expresses mainly the feelings of the speaker & also of the listener.

Body language is the communication of personal feelings, emotions, attitudes, thoughts through body movements - gestures, postures, facial expressions, walking styles, positions & distance - either consciously or involuntarily, more often subconsciously, & accompanied or unaccompanied by the spoken language.

→ Body language covers a range of aspects of the body, including the following:

- Facial expressions (smiles, nods)
- Gestures (especially hand & arm movements)
- Body movements
- Posture
- Visual orientation (especially eye contact)
- Physical contacts (like handshakes, patting)
- spatial behaviour (proximity, distance, positions)
- appearance (including clothes)
- non-verbal vocalizations

Gestures - A gesture is the verbal or non-verbal body movement used to express or emphasize an idea, an emotion, or a state of mind.

- Gesture is defined as 'visible bodily action by which meaning is represented'. This includes manual gestures, movements of the whole body (shoulder shrug), head movements (nodding) & facial expressions (smiling), postures (spatial distance), & 'clothing cues' (neckwear).

⇒ Gestures convey messages. They are voluntary - often even involuntary - movements we make with the fingers, hands, arms, legs, head, indeed every part of the body, with the intention to communicate. They usually serve one of the following purposes:

Effective Body Language during formal communication :-

1. Eye Contact - Good eye contact indicates confidence & interest. When someone avoids eye contact, it speaks volumes about him as a person. Shyness, feeling of threat, implied dishonesty, all arise from not looking squarely at a person. So one must ensure that the eyes are levelled at the other person's eyes, without staring or gazing for too long.

2. Body Stance - The position of the body while conversing is important. The body, including the position of the feet, should be pointed towards the other person, so that one radiates interest & warmth. To turn away implies disinterest, impatience or lack of time. Leaning towards a person in a relaxed manner shows friendliness.

3. Gestures - During conversation one must carefully avoid gestures that are distracting - like unnecessary hand movements. Clenched fists indicate that a person is underconfident, self-conscious. Involuntary crossing of arms betrays defensiveness.

4. Posture - Standing or sitting well creates a feeling of confidence in both the speaker & the audience. For the speaker it enhances the sense of relaxation, helps breath control & the voice, while the audience perceives him as someone authoritative & confident.

5. Avoid fidgeting - A person who cannot stand/sit still during a conversation, either tapping his feet or drumming his fingers, betrays his nervousness & underconfidence. Such persons must freeze the moment they become aware of their restlessness if they want to gain the upperhand in conversation. Freezing will make them appear cool, poised, & totally at ease in any situation.

To convey positive messages:

- avoid closed gestures
- avoid fidgeting or letting your eyes wander
- maintain eye contact
- maintain good posture
- nod agreement & occasionally express it verbally to reinforce the nods
- smile

Paralanguage - The non-verbal aspects of the spoken word are known as paralanguage. It includes the qualities of the voice, the way we use our voice, as well as the sounds we make without using words. Paralanguage is a technical term for voice cues.

Voice has characteristics like tone, volume & pitch. Tone is the quality of the voice. Volume is the loudness or softness, which can be consciously adjusted to the no. of persons in the audience & the distance b/w the speaker & the listeners; speaking too loud shows lack of self-command or abrasive nature. Pitch is the high or low note on the scale; a high-pitched voice is often unpleasant, & suggests immaturity or emotional disturbance; a frightened person speaks in a high-pitched voice. It is better to begin softly, in low pitch & raise the volume & pitch as required.

Speed is factor of speech. Rapid speech indicates excitement; we increase speed of speaking to tell an interesting story, & reduce speed to explain a difficult idea. Pronunciation means the accepted standard of the way in which a word is said. Accent is the way a person pronounces the sounds of the language.

intonation is the sound pattern of sentences. Stress on a particular word in a sentence can change the meaning & implication.

Business Letters

Senders Address

Date

Receivers Address

Salutation

Body of the letter

Complimentary Close

Signature
(Name)

Group Discussions

- Group discussion is a cooperative, not competitive, learning process. Good results depend on everyone sharing their thoughts.
- The group discussion process, headed by group discussion leader, should facilitate participatory, egalitarian discussion among group members, do not the lecturing or domination of the group by one or two members. It won't work if people are passive; one must be active both in listening & sharing. The ideal behind this is that active participation enables members to more fully engage the materials & arrive at a deeper understanding of them.

General Guidelines :-

- Every member of the group is given the opportunity to participate & makes some contribution to the group discussion process, taking turns doing so.
- Group members must come prepared to discuss the readings (having perused them at least).

Group Process

- 1) Introduce Yourselves
- 2) Identify & discuss main ideas & themes from the readings, & your reactions to & critiques of the readings.
- 3) Groups report to the rest.

Qualities Looked for in GD

(1) Leadership Qualities

Taking initiative
Ability to give direction
Taking the group along
Listening, Goal fulfillment

(2) Knowledge of The Subject Matter

- ③ Analytical Ability - Use of arguments, examples, logic
- ④ Clarity of thought
 - Distillation of Essentials
 - Abandonment of Peripherals
- ⑤ Conviction & Flexibility
 - flexible in approach to topic
 - The strength with which the argument is posited.
- ⑥ Communication Skills
 - Confidence
 - Listening - Comprehension
 - Way of delivering the thoughts
 - Body Language

Presentation Skills

Oration is the power to talk people out of their sober & natural opinions.

- Joseph Chatfield

Half the world is composed of people who have something to say and can't,
the other half have nothing to say and keep saying it.

- Lenny Laskowski

Nature & Importance of Oral Presentation :-

An oral presentation is a form of oral communication. It is a participative two-way communication process characterised by the formal and structured presentation of a message using visual aids. It is purposeful and goal-oriented, and communicates a message to an audience in a way that brings about the desired change in their understanding or opinion.

An oral presentation is :

- Purposeful - The presentation will be made with a definite purpose.
- Interactive - It involves both the speakers as well as the listeners.
- Formal - It is a formal situation.
- Audience Oriented - The topic will have to be dealt with from listener's perspective.

There are several forms of oral presentation, such as seminars, workshops, synopsia, student presentation, industry conference, product launches, press conferences, team presentations, company profile presentations, etc.

The objectives of presentation may range from exploring a new area of information to introducing a new product by a company.

- ⇒ Oral presentations differ from other forms of oral communication such as speeches and debates. Although speeches & presentations share several common features, there is a thin dividing line between the two. Speeches are intended to celebrate an occasion, to felicitate a person, to welcome or bid farewell to someone, or to inaugurate a function, while oral presentations raise a particular issue for discussion.

Importance of Presentation Skills :-

A visual and oral event intended to communicate, for the purposes of providing information, helping to understand, gaining agreement, and/or motivating to act, is called presentation. To achieve these purposes, one must possess good presentation skills.

One has to make presentation at some point of time or the other.

Professionals in different fields, including scientists and engineers, have also to make oral reports, present seminars, deliver project presentations, or present a proposal orally. Thus, of the many skills that contribute to professional success, none is more important than the ability to communicate orally in front of a group of people. Oral Presentation is a tool of professional and business interaction.

→ In some organizations, institutions, or universities, recruitment is made on the basis of a selection process, which involves oral presentation in the form of a selection process, which includes the form of seminar presentation, short lectures, business presentations or some other form of oral presentation.

→ A good presentation can do wonders for a person; it may help in getting a lucrative job offer; one may get a big business deal or the promotion one had been waiting for.

On the other hand, a poor presentation of ideas not only reduces the professional image of the person presenting it, but may result in business or personal loss etc. Therefore we should know how to present our ideas in a persuasive way; how to make our audience interested in our presentation, how to use appropriate visuals during our presentation, and how to reflect confidence while speaking. One needs to understand the basic elements of an effective presentation—the 4Ps, that is, Plan, Prepare, Practice & Perform.

A great presentation is a combination of three elements: content, design and delivery.

Content includes the research and organization of materials.

Design is the architecture of the slides and graphical enhancements.

Delivery is how one voices his/her message.

To make the presentation great, there must be synergy of these three elements. Each of these elements carries equal weight and importance.

There is a process to creating the presentation. First, one must create the content. Then, one must design for that content. Finally, one must develop delivery strategy & style.

1. Content :- This step involves researching, planning and organizing the material of presentation.

⇒ The presentation should be well planned in advance so that the material is delivered effectively. Planning the presentation is, thus, the most important element. It helps the presenter

- to know the audience;
- stimulate the interest of the audience;
- know his/her purpose;
- analyze the occasion; and
- select and narrow a topic for his/her presentation.

Planning a general presentation thus involves purpose identification, audience analysis, analysing the occasion; & the process of selecting & narrowing the topic of presentation.

⇒ Planning a presentation should start by defining its purpose. General purposes include :

- ⇒ To inform - to share information
 - ⇒ To persuade - to change behaviour, attitude, belief, values & so on.
 - ⇒ To demonstrate - to help listeners know how to do something.
- ⇒ Audience analysis is an integral part of the process of presentation. It includes identifying audience characteristics, analysing audience needs and expectations, and identifying factors for getting and maintaining

audience attention.

→ Lenny Laskowski, a renowned professional speaker, has used the word A-U-D-I-E-N-C-E as an acronym and has defined some general audience analysis categories that all surveys should include.

Audience - Who are the members? How many will be at the event?

Understanding - What is their knowledge about the topic I will be addressing?

Demographics - What is their age, sex, educational background, & so forth?

Interest - Why will they be at this event? Who asked them to be there?

Environment - Where will I stand when I speak? Will everyone be able to see me?

Needs - What are the listener's needs? What are my needs as a speaker? What are the needs of the person who wants me to speak?

Customized - How can I customize my message to this audience?

Expectations - What do the listeners expect to learn from me?

⇒ After that the presenter should indulge into in-depth research of the topic. If one wishes to make a credible presentation in front of the audience, then one must be well versed with the topic. The more knowledge one has pertaining to the topic, the more confident one sounds.

Once the information is collected, the presenter should group the information into logical categories and finally a rough outline as should be created.

② Design - Once the outline is created, then the presenter should focus on structure of the presentation, use of slides, graphics, charts and animation to enhance the effectiveness of a presentation.

→ A good oral presentation is well structured; This makes it easier for the listener to follow. Basically, there are three parts to a typical presentation: the beginning, the middle and the end.

→ The beginning of a presentation is the most important part. It is when you establish a rapport with the audience and when you have its attention. Few points to be covered in an introduction of the presentation are:-

→ Greet the audience

→ Introduce oneself (name, position, & company)

→ Give title and introduce subject

→ Give your objectives (purpose, aim, goals)

→ Announce the outline

→ Make a transition between the introduction & the body

→ The middle or the body of the presentation holds an important position; ^{as} this part contains most of the ~~information~~ ^{information} related to the topic being delivered. One should be extremely careful in selecting the details to be discussed with the audience.

Neither the information should be bombarded in bulk, nor it should be like traces leaving audience with half of the knowledge. The points to be considered while framing the body of the presentation are:-

→ Content

→ Quantity

→ Sequencing your ideas

→ Keeping the audience's attention

→ Linking ideas; sections/making transitions

→ To be clear & concrete

→ The end or the conclusion of one's presentation should include four parts: a brief reminder of what was tried to show in one's speech, a short conclusion, thanks to the audience for listening, and an invitation to ask questions, make comments or open

a discussion.

At the end one should briefly summarize the presentation in a few lines to make sure the audience has retained the main points.

→ Use of graphics and visual aids to enhance the presentation.

Visual aids add impact & interest to a presentation. They enable you to appeal to more than one sense at the same time, thereby increasing the audience's understanding & retention level. With pictures, the concepts or ideas you present are no longer simply words - but words plus images.

→ Visual aids and audio-visuals include a wide variety of communication products, like flip charts, overhead transparencies, slides, graphs, maps, drawings, models, charts, image, video/film, etc.

If visual aids are poorly selected or inadequately done, they will distract from what you are saying.

Why to use visual aids?

Visual aids help your presentation make things happen. It helps you reach your objectives by providing emphasis to whatever is being said. To sum up, visual aids should be used:

→ to focus the audience's attention

→ to illustrate points easier to understand in visual form but difficult in a verbal form (e.g. statistics)

→ to reinforce ideas

→ to involve & motivate the audience

→ to involve all the senses

→ to save time & avoid putting info on a board

→ to reinforce one's message, clarify points

→ to help the speaker

When one uses visual aids, their use tends to encourage gestures & movements on speaker's part. This extra movement reinforces the control that speaker has over the presentation. The use of visual

aids, then, are mutually beneficial to the audience and you.

General tips while using the visual aids in presentation:

→ full sentences are not to be used, unless a quote is given,
give round figures.

→ Layout should be pleasant & easy to read: horizontal/landscape
layout is preferable

→ Fontsize on slides - maybe 20 or more depending upon the size
of the room. A good idea is to use different sizes for different
types of text: i.e. 24 for main headings, 20 for subheading,
18 for other text.

→ Don't display too much information, too many colours or type

→ Use charts & graphs to support the presentation of numerical info

→ When preparing graphics, make sure they are not too crowded
in detail.

→ Keep bullet points to a minimum

→ keep the number of slides to a minimum

→ Don't use too many different transition effects

→ Don't use too small font size.

(3) Delivery: And finally, there's the delivery. One needs to
understand how to make the participants retain one's message.

The quality of the voice, should be used to its fullest. It includes
loudness, speed (fast or slow), variety, pitch (high or low), silent
moments or pauses. The voice is important:

- to indicate importance, meaning

- to create atmosphere and to avoid sounding monotonous and
putting the audience to sleep.

Apart from that body language also plays a great role in presentations. The golden rule is "Be natural and relax!", maintain
eye contact to keep audiences' attention.

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