



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

University Institute of Liberal Arts and Humanities

Course Name – Communication Skills

Course Code – 20UCT-141/191

Faculty Name – Ms. Simrin Sachdev



**DIGITAL COMMUNICATION – EMAILS,
BLOGS & WEBSITES**

DISCOVER . **LEARN** . EMPOWER

COURSE OBJECTIVES

The Course aims to:

1	Augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English Language in professional life.
2	Enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations.
3	Build exceptional speaking and writing skills by correcting grammatical errors and pronunciation through practice.

COURSE OUTCOMES

On completion, the students are expected to

CO Number	Title	Level
CO1	Produce correct contextual written text and speech in a wide range of communication situations.	Apply
CO2	Write original short compositions, in the form of paragraph writing, business correspondence, blogs etc. through logical support and argument.	Analyse
CO3	Demonstrate linguistic competence through accuracy in grammar, pronunciation and vocabulary.	Apply



•<https://getvoip.com/uploads/business-communication-methods.jpg>

Introduction

COMMUNICATION is a process of passing information and understanding from one person to another.”

-Keith Davis

Communication

The transfer of information from sender to receiver using different communication channels

Modern Communication Technology

Communication by means of using advanced channels using modern technology

- <https://i1.wp.com/sdak24.com/wp-content/uploads/2018/03/MORDEN-FROM-OF-COMMUNCIATOI.jpg?resize=259%2C194>

What is E-mail?

- A system for sending messages from one individual to another via telecommunications links between computers or terminals using dedicated software



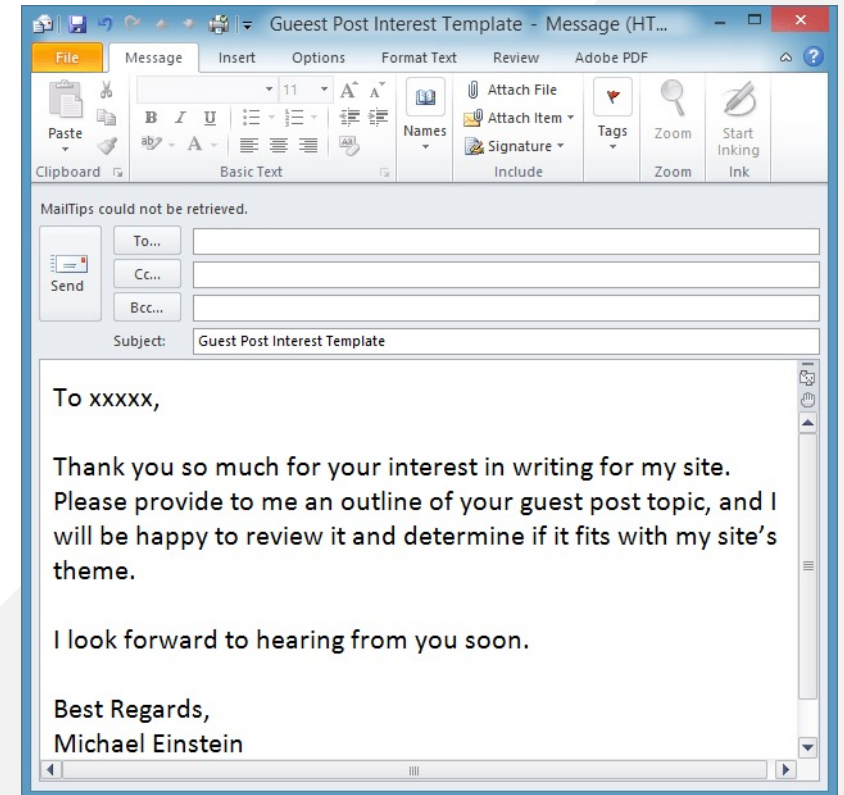
<https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcT7zS7-vJFUc6Qt8J8TIPz0-V0iUS3FG5mqMg3kbSkits110AazyA&s>

Role of e-mail communication in Business

- Non-verbal communication
- Email is quick or easy and even costs low
- Email communication is broadly important for business growth
- Maintains a connection with your supporters
- Keeps record of conversations.

Benefits of E-mail

- Emails are fast.
- You can attach documents or files.
- Emails do not use paper.
- Advertisement.
- Low cost.
- Easy to create.
- Easy to share.



<https://i.pinimg.com/originals/fd/90/97/fd9097fe0837f182ddca50c0de0554ea.png>

Email Etiquette

- Email etiquette or rules are evolving because of our increased use of email
- Some general rules of etiquette should be observed

Need of Email Etiquette

- Professionalism
- Efficiency
- Protection from liability



Poor Email Content

Deepak,

Hey, I was just thinking about the meeting we had about the new workshop you were planning for next week about resume-writing. I think that we may have forgotten to include all of the students who might benefit from this workshop. Of course you may have added them to you list since our last meeting. Ramandeep from the Applied Sciences Branch contacted me to ask if the students from the Computer Science Engineering program were on our list of included students. She also wanted a list of all of the included departments from Applied Sciences. Can you send me a list of all of the included student groups? I can then send the relevant information on to Ramandeep because she needs this information by tomorrow.

Thanks,

Ashok

Better Email Content

Dear Deepak

Please send me a list of the students included in the resume-writing workshop by tomorrow.

We may have forgotten to include all of the students who might benefit from this workshop. There are several groups of students in Applied Sciences that were not on your list. Ramandeep from the Applied Sciences Branch contacted me to ask if the students from the Computer Science Engineering program were on our list. I will send her that information tomorrow after I get the list from you.

Regards

Ashok Jain

Assistant Professor

Email etiquette rules

- Be concise and to the point
- Use proper spelling, grammar & punctuation
- Make it personal. Avoid using BCC and CCC unnecessarily
- Use templates for frequently used responses
- Answer swiftly
- Use a meaningful subject

Email etiquette rules

- Read the email before you send it
- Keep attachments to a Minimum and mention your attachment in the content
- Take care with abbreviations and emotions
- Take care with rich text and HTML messages
- Use active voice instead of passive voice

Poor Usage Examples

- No subject line
- Action required and key points are hidden in the message
- Misusing the global distribution list
- Discussion that could have been done on the phone

Use Smart Subject Lines

Good Subject Line Examples

- FYI: Meeting minutes from 3/14 discussion
- Reports Included: Minutes from MRM, all Reports due Friday 4/1
- DISTRIBUTE: Program agenda & related information
- Ramesh, Kirti: need you at noon meeting Wed w/ your updates
- AGENDA: Staff meeting Thurs 3/12 10:00 pm

Poor Subject Line Examples

- Weekly Minutes
- Here are the URLs
- Re: presentation
- (blank subject line)
- Unrelated subject line – sending an email with an old subject line

Think Before You Click

- Don't automatically "REPLY TO ALL"
- Take one last look at your distribution list – is this email necessary for all recipients.
Eg. Welcome Mail – when replying, send it only to the person to be welcomed.
- Once the email discussion goes beyond 2-3 replies anyway, it's time to pick up the phone

General Tips

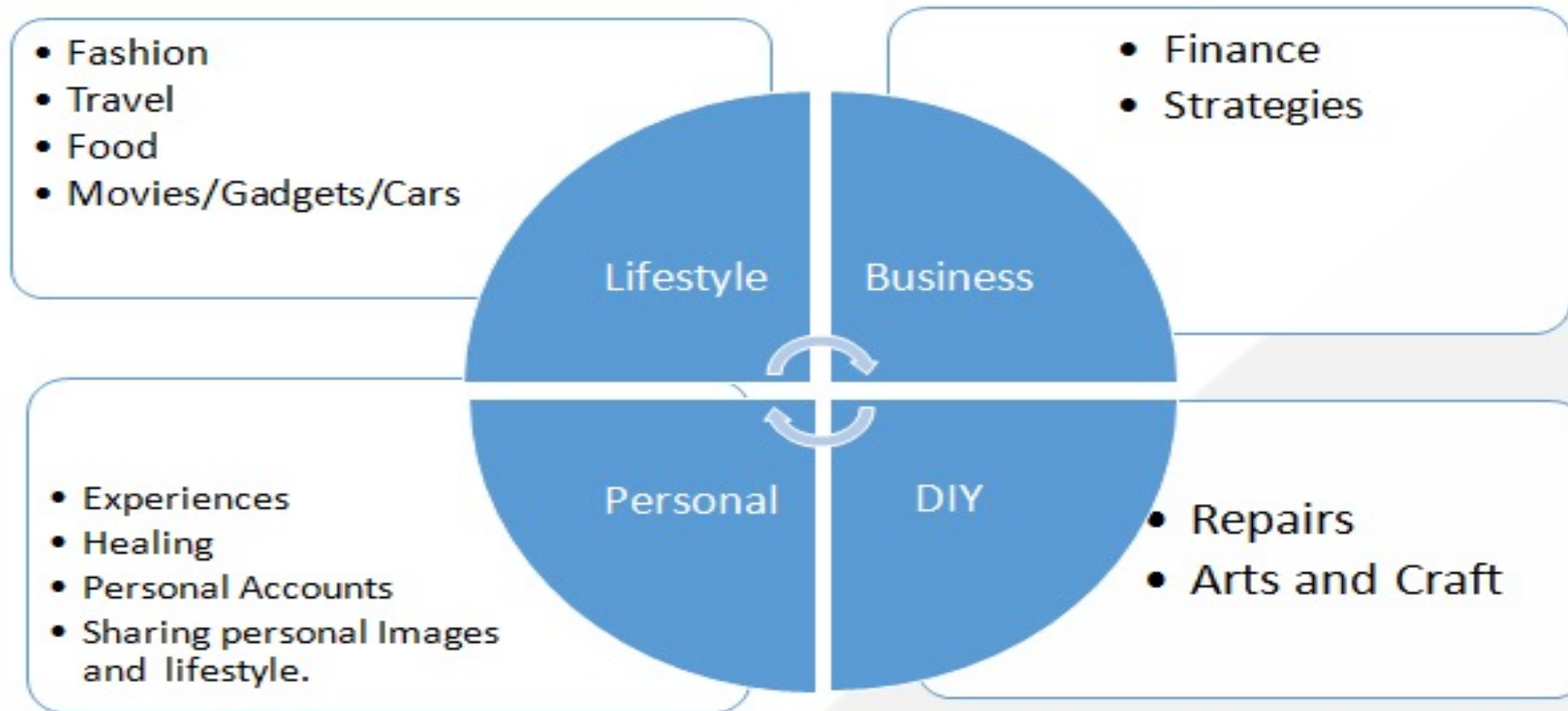
- Font:
 - Use standard font throughout the message content
 - Avoid colored fonts in a professional email
 - Be very specific with the use of bold, *italic* or underline font style
 - Keep the size of the font visible and constant
- Paragraph and line spacing should be legitimate and visually appealing
- Avoid short forms or slang (e.g. 'u' instead of 'you', 'y' instead of 'why', 'r' instead of 'are', etc)

Blogs

- **Definition of blog**

A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject

Types of Blogs

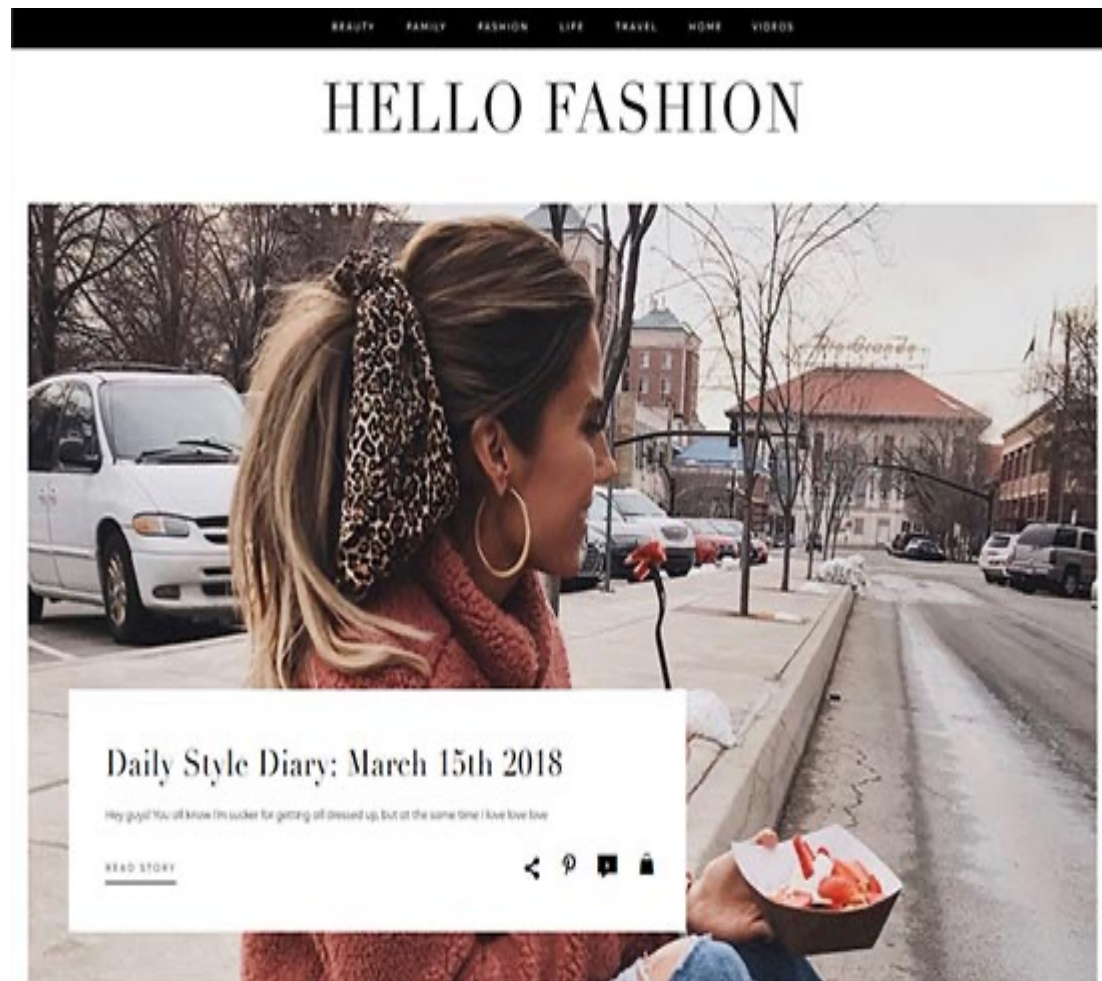


Poll question 1

- What kinds of blogs are most popular among college students?
 1. Travel
 2. Fashion/beauty
 3. Technology
 4. Food
 5. Lifestyle/Fitness

Benefits Of Blogs

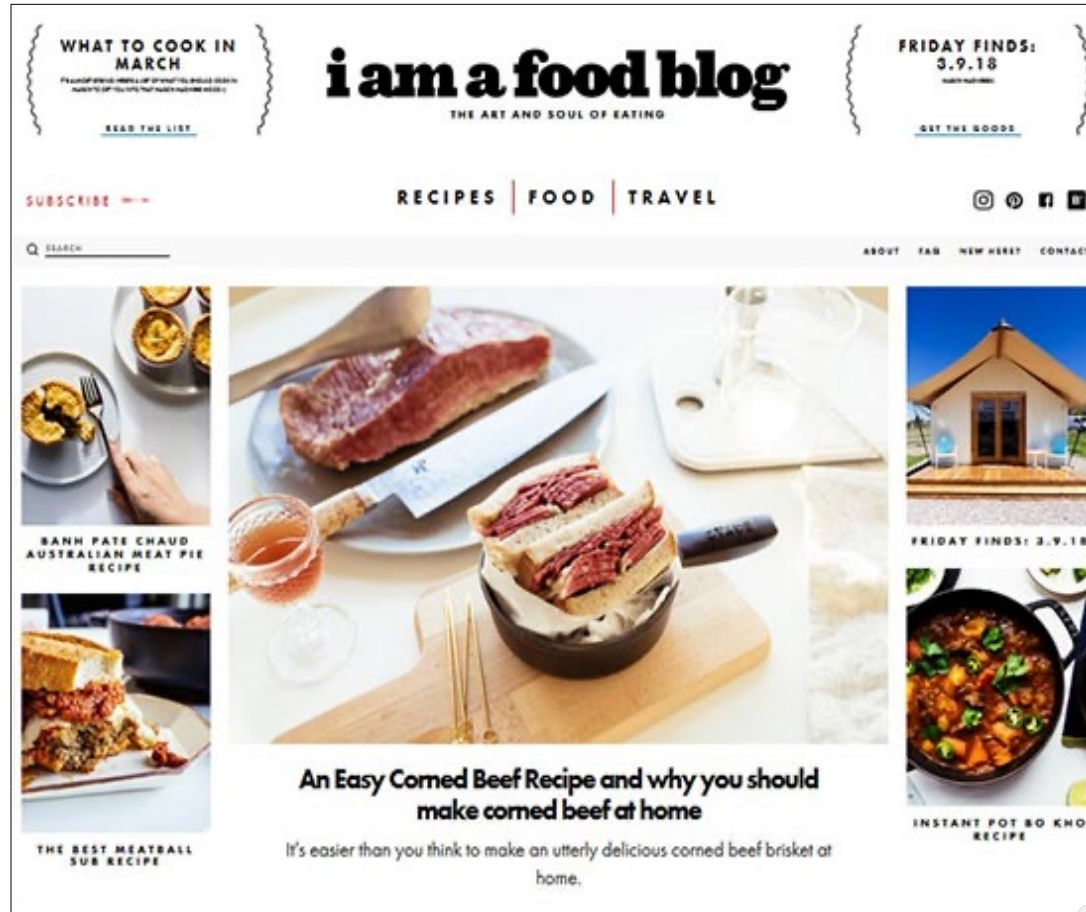
- Start a new business
- Become a better writer
- Express yourself
- Build a network
- Get more client for your existing business



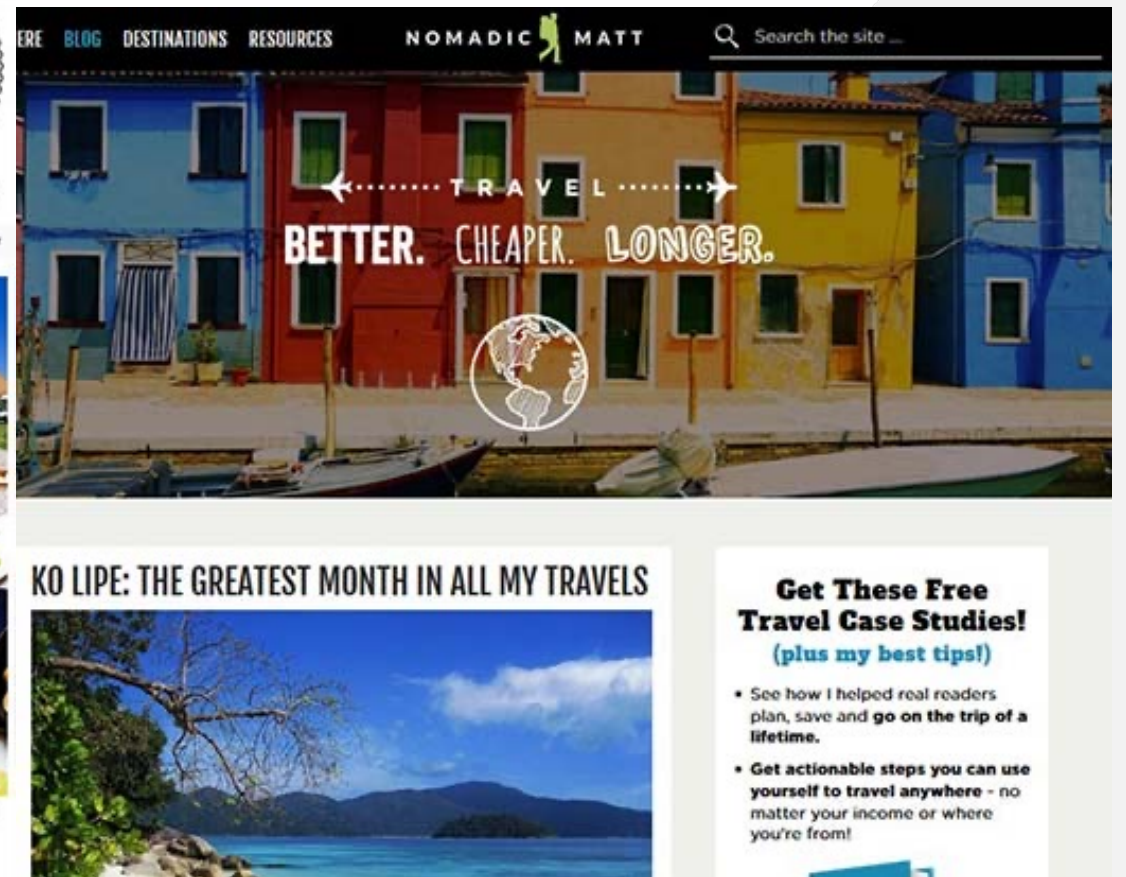
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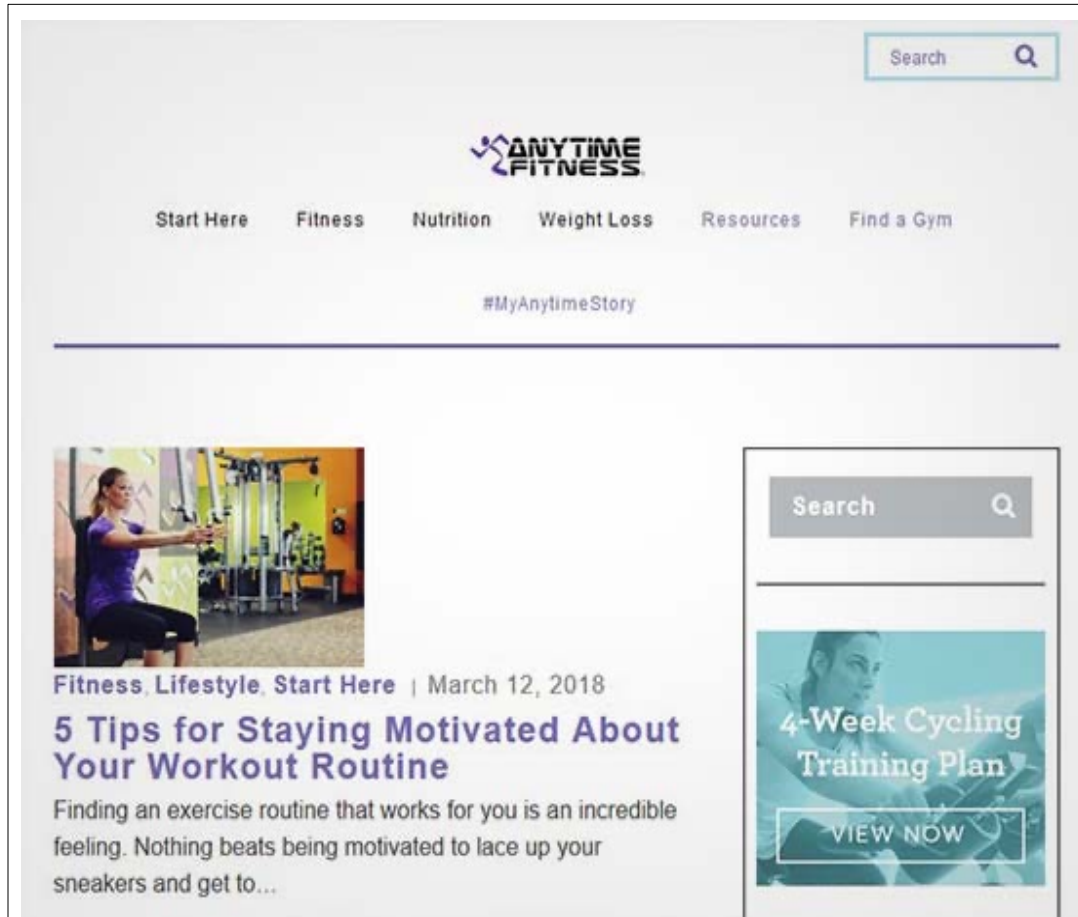
<https://lh3.googleusercontent.com/>



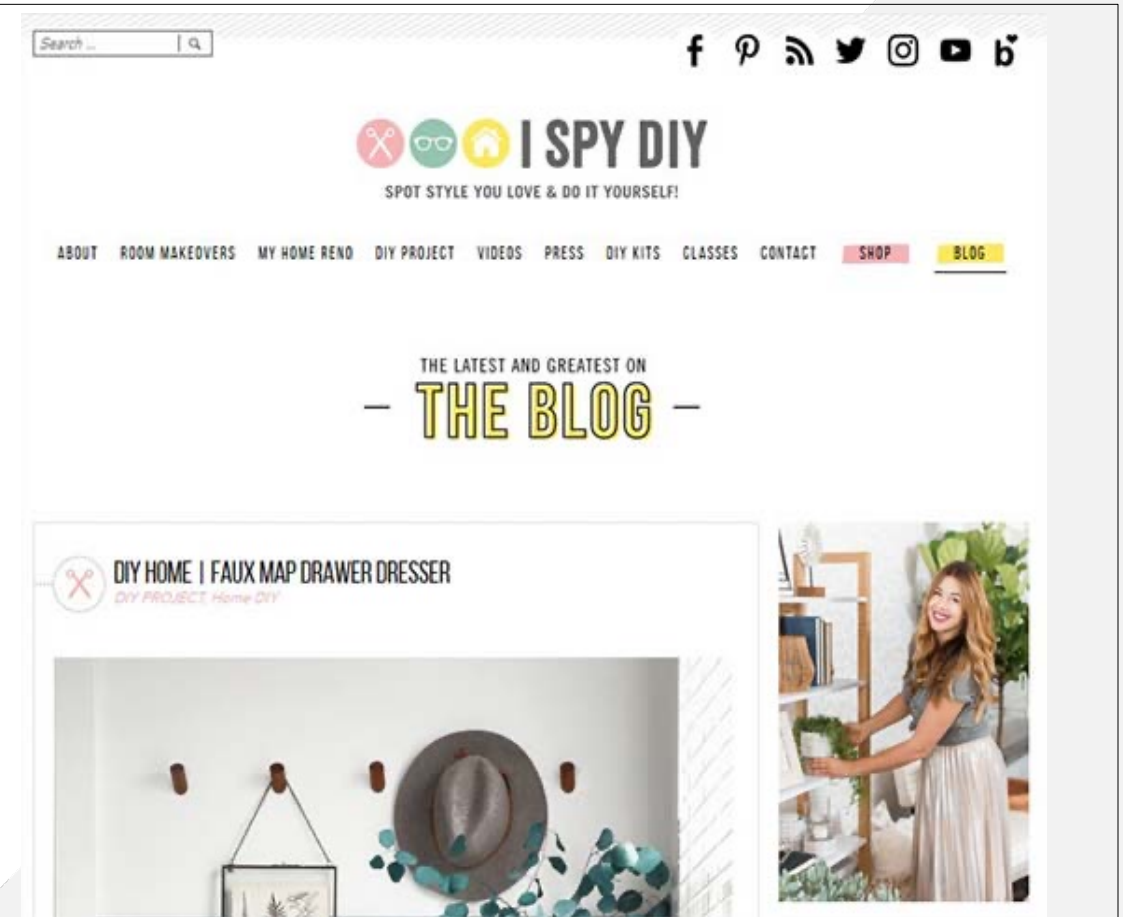
<https://lh3.googleusercontent.com/>



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How to start a Blog

- Step 1: Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.
- Step 2: Craft a headline
- Step 3: Write your post
- Step 4: Use images to enhance your post, improve its flow, add humor, and explain complex topics.
- Step 5: Edit your blog post.

How to write a Blog

- Put the reader first. The purpose of writing is clear, sometimes persuasive, communication. If you write to impress, you will distract the reader from the content.
- Organize your thoughts. Eliminate any ideas that are not directly related to these points.
- Use short paragraphs. The brains take in information better when ideas are broken into small chunks. In blogging, the style is less formal and paragraphs may be as short as a single sentence or even a single word.
- Use short sentences. e easier to read and understand. Each sentence should have one simple thought. More than that creates complexity and invites confusion.

How to write a Blog.

- Use simple words. Write “get” instead of “procure.” Write “use” rather than “utilize.”
- Be specific. Don’t write “Many doctors recommend Brand X.” Write “97% of doctors recommend Brand X.” Get to the point.
- Write in a conversational style. There is a road sign often posted near construction sites that always irritates me. It reads, “Maintain present lane.” A more conversational style would be better: “Stay in your lane” or “Do not change lanes.”
- Be clear. This may be the most important rule of all.

10 Best Blog Sites for 2020

1. WordPress.org – Best for Self-Hosted Blogs. ...
2. WordPress.com – Best for Free Blogs. ...
3. Wix.com – Best for Small Websites. ...
4. Joomla.com.
5. www.Medium.com
6. Ghost.org. ...
7. Squarespace.com. ...
8. Weebly.com.
9. Blogger.com
10. Tumblr.com

Websites

- **What does *Website* mean?**

A website is a collection of publicly accessible, interlinked Web pages that share a single domain name. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes. Together, all publicly accessible websites constitute the World Wide Web.

A website is also known as a web presence.

Types of websites

Static

- Can be created quickly
- Economical
- Quick delivering speed
- Simple in structure.

Types of websites

Dynamic

- High-end programming, easily updated.
- It is neat and well organized .
- Popular with Electronic-commerce sites and shopping portals
- Attractive looking due to advanced graphics
- Good presentation of contents, designs, and tabs that gives a much sophisticated and professional look to a website.

Examples

Static Websites

- Apple
- Just Do It by Nike

Dynamic Websites

- Facebook
- Amazon
- Quora

Poll Question- 2

- What attracts an user the most while using a website
 1. User interface
 2. Ease of interaction
 3. Colours and aesthetics

How to write for a website

- Use keyword that user might relate to. This optimizes the search engine.
- Divide your content.
- Front-load the important information
- Use pronouns. The user is “you.” The organization or government agency is “we.”
- Use active voice. “The board proposed the legislation” not “The regulation was proposed by the board.”

How to write for a website

- Use short sentences and paragraphs.
- Use bullets and numbered lists.
- Use clear headlines and subheads. Questions, especially those with pronouns, are particularly effective.
- Use images, diagrams, or multimedia to visually represent ideas in the content. Videos and images should reinforce the text on your page.
- Use white space. Using white space allows you to reduce noise by visually separate information.

Applications

- Contact people all over the world for free (or inexpensively)
- Market expansion.
- Document interactions
- Online Presence 24/7.
- Information Exchange.
- Credibility.
- Consumer Insights.
- Advertising.

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

References

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- www.wordpress.com
- <https://www.spiderwriting.co.uk/static-dynamic.php>
- <https://www.toppr.com/guides/business-correspondence-and-reporting/writing-formal-mails/conventions-sample-mails/>



THANK YOU

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