

Course Code: MCC101B
**Course Name: Technical communication
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What is Etiquette ?

Etiquette in simpler words is defined as good behaviour which distinguishes human beings from animals.

Human Being is a social animal and it is really important for him to behave in an appropriate way. Etiquette refers to behaving in a socially responsible way.

'Etiquette' is a French word which means a 'ticket', on ceremonial or other important occasions a 'ticket' of instructions was issued to visitors detailing what they should do.

In a professional sense this includes behaviour towards clients and colleagues which is in their best interests



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Need for Etiquette

- Etiquette teaches you the way to talk, walk and most importantly behave in the society.
- Etiquette is essential for an everlasting first impression. The way you interact with your superiors, parents, fellow workers, friends speak a lot about your personality and up- bringing.
- Etiquette makes you a cultured individual who leaves his mark wherever he goes.



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Need for Etiquette (contd)

- Etiquette enables the individuals to earn respect and appreciation in the society. No one would feel like talking to a person who does not know how to speak or behave in the society.
- Etiquette inculcates a feeling of trust and loyalty in the individuals. One becomes more responsible and mature. Etiquette helps individuals to value relationships.



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Grooming and Etiquette: An Introduction

- The first impression of any individual is created by the presentation of appearance of an individual
- One should be appropriately dressed in any situation / occasion
- It is important to create a good first impression to create a good perception about oneself



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Grooming and Etiquette: An Introduction (Contd.)

- Corporate dressing and personal grooming go hand in hand
- They help one present oneself as a professional, leader, confident and elegant
- Job opportunities, friendships and maintenance of relationships are linked to how one presents oneself to the external world



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Attire: An Introduction

- The major reason why dressing in proper business attire is important for every business professional is because it presents a visual image and sends a message that the employees are professional.
- Another reason why dressing in proper business attire is important in the business world is because you never know when you will be required to meet with someone from outside your company. Your image to this outsider will be the image remembered of your company. In business dealings this image and message needs to be professional. In reality, that image could indirectly mean the difference between securing a new deal, contract or sale and losing the opportunity to make that deal.



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Points to be careful for selection of your Attire:

- Be modest. It is most important to get attention for great work rather than gaining attention for wearing the latest fashion fad or in appropriate leisure wear or sportswear found outside the office at a sports event, party or beach.
- Beware of casual Fridays. Casual Fridays have the potential to turn into real fashion disasters. It is important to remember that the workweek has not ended on Thursday and that the images and messages sent on Friday must be consistent with each of the previous days of the week.
- Be comfortable. This applies to the fit of your attire and the comfort of the shoes you wear. Comfort needs to trump fashion in the choices made.



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Vocalics

- Vocalics is the study of paralanguage, which includes the vocal qualities that go along with verbal messages, such as pitch, volume, rate, vocal quality, and verbal fillers.
- Pitch helps convey meaning, regulate conversational flow, and communicate the intensity of a message.
- Paralanguage provides important context for the verbal content of speech. A louder voice is usually thought of as more intense. We typically adjust our volume based on our setting, the distance between people, and the relationship.



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Vocalics (Contd.)

- Speaking rate refers to how fast or slow a person speaks and can lead others to form impressions about our emotional state, credibility, and intelligence.
- Our tone of voice can be controlled somewhat with pitch, volume, and emphasis, but each voice has a distinct quality known as vocal signature.
- Verbal fillers are sounds that fill gaps in our speech as we think about what to say next. Verbal fillers such as “um,” “uh,” “like,” and “ah” are common in regular conversation and are not typically disruptive.



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Professional Etiquette Rules

- Use your full name when introducing yourself
- Stop crossing and uncrossing your legs
- Don't eat at your desk
- Don't just walk into someone's office
- Keep personal items off the table
- Keep questions to a minimum in meetings
- If you did the inviting, you pay
- Reply to everyone on emails when it's necessary.



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E-mail etiquette

- Do not write in Capitals
- Read the email before you send
- Do not overuse reply to all
- Do not forward chain letters
- Never use email to discuss confidential issues
- Use meaningful subject avoiding URGENT or IMPORTANT
- Don't ever forward any junk mail
- Don't reply to Spam



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Business Etiquette Tips

- Be on time
- Proper attire and grooming – first impression is important
- Depending on the type of meeting, proper dress code must be followed
- Use proper greetings and honorifics
- Show interest
- While making a deal, do not be servile or stubborn, protect your interests
- Do not let emotions cloud your judgement, but act according to what the situation demands
- Developing trust with the client is important



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Business Etiquette Tips – Dining etiquette

- Put the napkin on your lap when you sit down
- Order items in a similar price range to your companions
- Do not start to eat until everyone has received their food
- Pass condiments and dishes from left to right rather than reaching across the table
- Chew with your mouth closed
- Don't snap your fingers at the waiter
- After the meal, partially fold the napkin and place it to the left of the plate



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