

Objectives :

- To be able to understand the nuances of various types of Public Speaking and apply them.
- To be able to showcase the required qualities in a group discussion.
- To be able to present a content effectively.
- To be able to face an interview well prepared and with confidence.
- To learn negotiation skills.
- To learn how to think critically and creatively.

3.1 Public Speaking

Public speaking is used to address a large number of people to inform, create awareness, persuade, or provide solutions. For different purpose, the content and style of speech varies. You may have experienced speeches which has a good impact and those which are dull and boring, creating almost no effect in the minds of the audience. You may have also participated in elocution or extempore in your school and realised that it requires much more preparation than what you may have thought about. Of course, experience may have acted as a best teacher, but a well prepared speech is always rewarding. Let us understand different ways of giving a speech and important points to be kept in mind while preparing for a speech.

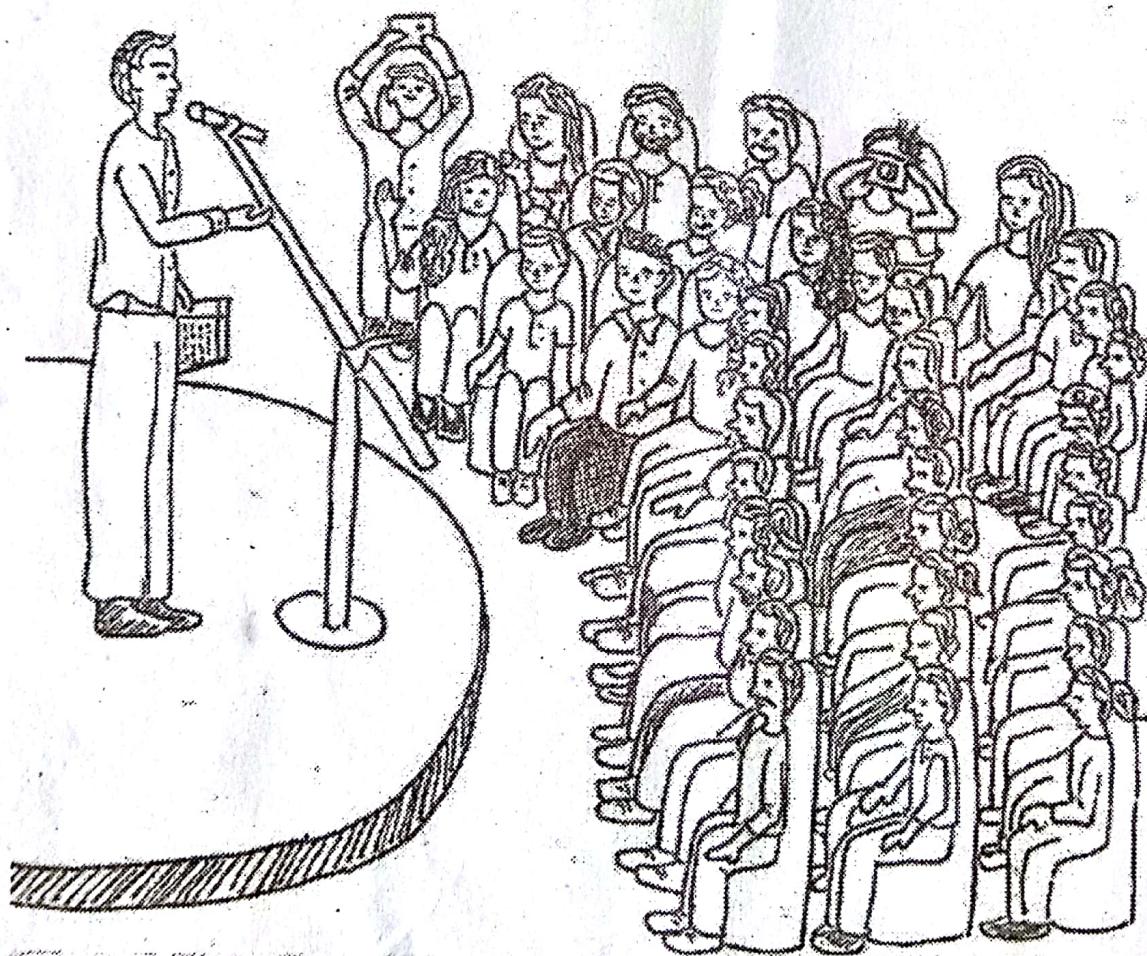


Fig. 3.1.1 Public speaking

3.1.1 The Content - What and How to Present / Organizing the Content

If you have been asked to deliver a speech on a given subject, the first thing that you do is to decide what to speak. The content mainly depends on the purpose of the speech and the audience. So before preparing the speech, it is important to clarify yourself with your purpose and understand your audience so that you can cite illustrations that are more relevant to your purpose and audience.

Whether one gives a well-prepared speech or an extempore, the important thing is the flow of the speech. Any communication must have connectivity and continuity in the flow of ideas to make it more interesting and comprehensible. Following are the patterns one can use to arrange the content of public speaking as well as presentations :

1. **Chronological method :** All topics that are described with respect to time can be arranged in a chronology. Presentation of ideas in the sequence of their occurrence makes it clear and easy to remember. Topics dealing with history of anything- a country or a sport, biographies, planning of a project dealing one day after the other and instructional guides explaining any process step by step are all examples of chronological order.
2. **Categorical method :** When there is a detailed explanation of a topic, it can be broken into categories to make it easier for the speaker to remember and the listener to understand. All topics that are meant to give information or knowledge can be divided into subtopics. Mostly the theories in your text books use the categorical pattern.
3. **Causal method :** In this method the content is mainly divided into the reason of a problem and its results or the causes and its effects. Sometimes, it is also followed by the solutions. Usually, first the reasons and then results are presented but sometimes the reverse order may be used in order to create greater impact. This can be done by citing examples of effects of a problem which relates to the audience creating more involvement and making it emotive. Topics like ‘Global warming’, ‘Corruption’, ‘Effects of social media’, ‘Increasing number of nuclear families’, etc. can be arranged in this manner.
4. **Spatial method :** There are topics where the reference can be a place. While describing about different cultures, you may refer to different places, like “in the city it is....while in villages people prefer to ...” or “moving towards the east side of the city.....while in the west...”. Also, if you are describing a structure – of a building or a machine, you may move with respect to space- from inside to outside, top to bottom or left to right. Topics like “Adalaj ni vaav- the masterpiece of a well”, “Design of a lathe machine”, “A guide to North India tourist places”, etc. can be arranged using spatial method.

Quick Bites :

- All types of public speaking requires a content which must be prepared in advance.
- A well-arranged content provides ease in understanding.
- A connectivity of thoughts helps the listeners to comprehend well.
- There are four methods of arranging the content, namely - chronological, categorical, causal and spatial depending on the type of content.
- Chronological method means arranging in sequence of occurrence of events, categorical method means categorizing in various types, causal method means to present the causes and effects of an issue and spatial method uses place or space as a reference.

3.1.2 Delivery of Speech

There are different ways that people use to deliver the speech. Different people may choose a different way to deliver a speech as per their preference and convenience, but each have their own advantages and disadvantages. You must choose the delivery of speech appropriate for a public speech, elocution and presentation keeping in mind, the advantages and disadvantages so as to make it more effective.

1. **Memorization :** Write down your speech and read it several times to memorize it and then speak in front of the audience from your memory. In this type of delivery of speech, you don't keep a paper with you containing your speech or brief notes.

Advantages :

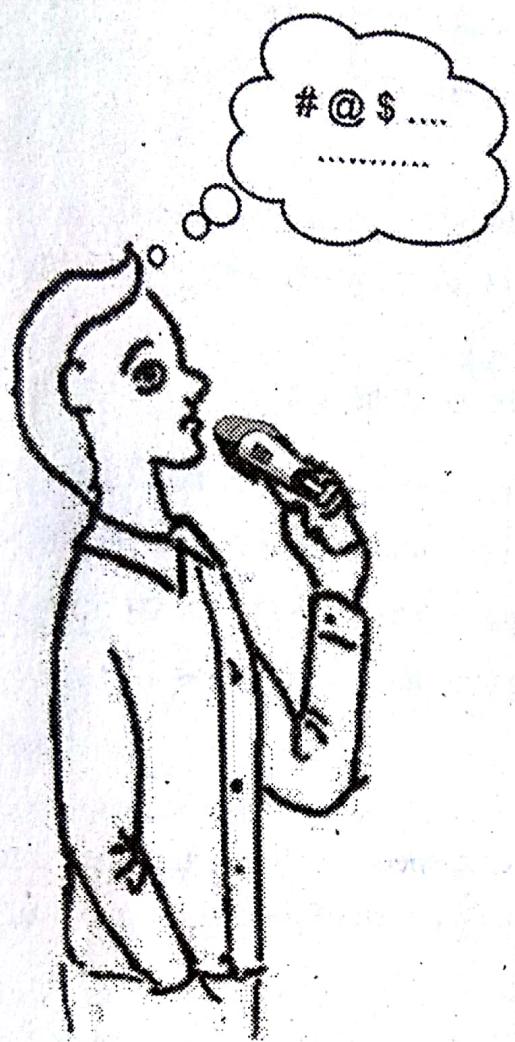
- As you have memorized, you will not leave out any point.
- There is a very high scope of eye contact and gestures.
- If you have memorized it well, you also look very natural.

Disadvantages :

- When you speak something from your memory, there is a high risk of forgetting a point suddenly, and you will have to try very hard to remember it or sometimes skip the point and go to the next one.
- Some people, who are not very good in memorizing, may fumble a lot and it will take away the natural effect.
- There is no flexibility. Eg. if a person from audience asks a question in between, you may forget where you left and it becomes difficult to continue fluently.

2. **Manuscript :** Write your complete speech and carry it with you to read out word to word from the script.

Speaking from
memory



Manuscript



Impromptu



Keeping notes



Fig. 3.1.2 Delivery of Speech

Advantages :

- As you are going to read out everything, you will not miss out any point.
- This method is appropriate for people who are very good readers and can add paralinguistics while reading.
- The speech will be perfect and there won't be any fumbling.
- Flexibility is there, as you can always start from the point where you left, even if you are interrupted.
- While using this method, you are more confident as you don't have any fear of forgetting.

Disadvantages :

- If you are not a good reader, the entire speech will be very monotonous and unnatural.
- It sometimes becomes very boring for the audience when a person just reads out from a paper.
- The audience may not trust on what you are saying as it may not look like your original thoughts.
- The scope of eye contact and gestures is minimum.

3. **Impromptu** : Sometimes you may have to deliver a speech without any preparation. For example, when you are asked to give a speech on the farewell of your colleague, you have to speak on the spot. This is called impromptu.

Advantages :

- It is highly natural and original as you are speaking what you think.
- Scope of eye contact and gestures is maximum.
- There's a lot of flexibility as it can be as interactive as possible.
- More paralinguistics can be used.

Disadvantages :

- Biggest disadvantage is that if your knowledge about the topic is not sufficient, you will fumble.
- Sometimes, you may have to give long pauses to think what to speak which may leave the audience irritated.
- There is no editing time and so, the arrangement of ideas may be haphazard losing out continuity in thoughts.

4. **Notes** : Taking notes with you while delivering a speech is the most popular method. This method uses the advantages of memorization and manuscript method. It also allows the impromptu thoughts to be included. In this method, you take a note along, which has only main points to be covered written in sequence. You first prepare the whole speech several

times. While delivering the speech, you speak without seeing the notes, but if required you just make a glance into the notes to check the sequence or the points you're supposed to speak on a particular point.

Advantages :

- There are no chances of forgetting any point as you have the notes written in a sequence.
- It gives more flexibility and can be interactive.
- Scope of eye contact and gestures is more.
- It looks natural and interesting.
- There are no disadvantages of this method if you are well prepared. But if you haven't done enough preparation, then any method will fail in making your speech effective.

Quick Bites :

- There are four methods of delivery of speech- Memorization, Manuscript, Impromptu and notes.
- Memorization method provides scope of body language but there is a risk of forgetting.
- Manuscript method has very less scope of body language but can be perfect because you have written the whole speech verbatim.
- Impromptu method is highly natural with maximum scope of body language, but chances of fumbling are there if there is lack of knowledge about the topic.
- Keeping the notes with you and delivering without seeing, is the best method of delivery of speech, which has all advantages of the above methods and counters their disadvantages.

3.1.3 Importance of Non-verbal Communication

A well written and well prepared speech accompanied with proper eye contact, gestures and paralinguistics acts like an icing on the cake. Making an eye contact with the audience helps in gaining their trust and connects them with the topic. Using appropriate gestures helps you to explain your point better and creates interest. Dressing up appropriately and maintaining correct posture helps create good impression on the minds of the audience. Alongwith this, a very important non-verbal aspect is the time factor. You must be aware about how much time to use for which topic and when to end. Stretching too much creates boredom and not discussing in detail when required, leaves the audience confused. Hence, you must time your speech and complete each topics as well as entire speech on time.

3.2 Group Discussion

3.2.1 Purpose of Group Discussions

- To share and exchange information and ideas.
- To collect information or feedback on any project, policy or scheme.
- To arrive at a decision on important matters.
- To solve a problem which is of concern to the organization as a whole.
- To discuss the issues related to a particular topic in relation to the group itself or for the benefit of a larger audience.
- To elaborate upon any work undertaken or research done.

3.2.2 Important Qualities Evaluated by Employers during a Group Discussion / Qualities Important to Participate in Group Discussions in Professional Life

1) Knowledge of the topic :

You will be able to speak with conviction in a group discussion, only if you have in-depth knowledge about the topic. You should be able to grasp and analyse the situation at a deeper level. You must have your original viewpoints and suggestions. To be able to participate in group discussions successfully, it is always advisable to keep yourself updated about your surroundings. This will help you speak something about the topic and the rest you can gauge from what others say. Taking initiative, problem solving and creativity, etc. are required in professional life and that can be shown in the group discussion. But, this will only be possible if you have a proper knowledge and understanding of the topic.

2) Communication skills :

During a group discussion the following skills are evaluated : 1) Verbal communication skills : You are expected to use right words with correct sentence construction. If you are able to use error-free language, then it becomes easy for other members of the group to understand your point. 2) Non-verbal communication skills : You must use correct body language throughout the discussion, like straight posture, correct gestures, making eye contact with all members, nodding your head while listening and using appropriate facial expressions. This helps you to gain positive response from others. 3) Listening skills : You cannot continue the discussion without listening to others. It is important to either take forward the point of the previous speaker if you agree or put your point mentioning how and why you differ from the previous speaker. This is how you have to create a thread of thoughts and weave them to come to a conclusion. You cannot put your independent thought, without considering what has already been said. 4) Clarity of thought : How clear you are about your thought can be shown using intonation, articulation and voice modulation.

3) Group Behaviour :

How one reacts in a group is shown by the ability to interact with other members. While doing so, emotional maturity is required. You must be able to remain objective, empathetic and mature. You must neither dominate the group nor get dominated by others. You must respect each and every member's views and try to cooperate and coordinate with everyone smoothly. Also, being able to listen to all equally is also a desirable group behaviour.

4) Leadership Potential :

Any group cannot carry on its task without a leader. A leader is one who leads everyone towards the goal. The employers look for leadership qualities in you during the group discussion because inspite of no appointed leader, the candidates who have these qualities will emerge as leaders. Where can you show your leadership qualities? A leader is an initiator, has knowledge, emotional stability, objectivity, communication skill, control, is a motivator and a decision maker. By starting or ending the discussion you can show you are initiator or decision maker. When you are able to calm down hostility among members, you are able to show control, emotional ability and objectivity. You can even show the objectivity by not getting carried away by any opposition in the group and rather consider everyone's views. By encouraging silent members to speak up, you can show that you are a motivator. Thus you can get opportunities to show your leadership qualities at different point of time in the group discussion.



Fig. 3.2.1 Group discussion

Quick Bites :

- To be able to give valuable inputs in a group discussion and create a good impression, have a good knowledge about things around you or gather it from what the others speak.
- Communicate using small and error-free sentences.
- Make eye contact with everyone in the group, use positive gestures, keep your posture straight and have a pleasant facial expression.
- Talk with a smile and never try to offend any member of the group, even if you disagree with them.
- Listen attentively to all.
- Do not jump to your own point and ignore the previous person's point.
- Let the previous person finish speaking before you start your own point.
- Encourage others to speak by asking open-ended questions.
- Try to solve any dispute between other members and bring the group back on track.
- Bring the discussion to end when the time is over, by summarizing and concluding.

3.3 Presentation Strategies

Purpose

In your student and professional life, you may have to give presentations at many occasions. Every time, the purpose of your presentation may be different. These purposes are as follows :

- To give information.
- To explain a concept in detail.
- To present a plan of a project to delegate work to members of the team.
- To analyse a problem and sometimes also give recommendations to solve such problems.
- To create an awareness.
- To present the progress of your work.
- To present in front of your professors for academic purpose.
- To persuade the audience to agree with your ideas, usually any business proposal or marketing presentation.

Preparation

As seen above, there are different purposes of presentations. In order to fulfill these purposes or in other words, in order to make our presentation effective, a thorough preparation is required. In order to make a good presentation, let's divide it into 3 phases : 1) Planning, 2) Preparing and 3) Presenting.

- 1) **Planning** : This is a very important phase with three steps namely defining purpose, analysing audience and analysing venue (place of presentation).
- **Defining purpose** : It means, clarifying in your mind, the purpose of your presentation. You must think and analyse, what you want to achieve through the presentation and what all needs to be done for that. Whether you want to create an awareness or persuade audience, you have to include such illustrations and proofs in your content which backs your thoughts on the topic. Being clear about your purpose is important as it helps in deciding what to present and how to present.
- **Analysing audience** : You must try to find out who is your audience. If you are going to deliver presentation in your college or organization then you may know everyone, but if you are invited outside your organization, then you must inquire the organizer about the audience. Once you know the audience, you can note down points which are relevant to your audience so that while preparing the content you may include such points and examples.
- **Analysing venue** : You must be aware of the place where you have to make the presentation as it helps in deciding how you are going to present. If you have to present outside your organization, then it is advisable to visit the place and check for various things like, whether a projector is available or a black/white board, whether a podium will be given or not, how big is the room, whether there is a space for moving around in the room or stage is there or not, etc. Visiting the place gives you an idea how you have to prepare for presentation and it also helps you in lessening your nervousness due to the fear of unknown.

2) **Preparing for presentation** : This mainly consists of the content preparation. Based on your purpose and audience, now you know what should be included in your presentation. You may gather the information from your books, journals, your knowledge and experience about the topic and take help from other experts in the field. While gathering, it is important that you remove data which is not relevant to your purpose otherwise you will end up taking a huge data. Also, the time factor must be kept in mind while choosing the content.

Once you've decided what all needs to be said in the presentation, you must arrange it in order to bring coherence in your presentation. The content can broadly be divided into three portions namely **introduction, main body and conclusion**.

An introduction must be such that the audience becomes curious to listen further. You can use a catchy sentence, a quote or a story which can be related to the topic. The introduction consists of introduction of yourself and the topic. In the introduction part, you must clarify your purpose and give a brief idea about what you are going to speak, i.e. the agenda of your presentation.

The main body is the entire content and it can be organized using different ways as explained in the section 3.1.1 - "deciding the pattern for your speech". While preparing the content of presentation, remember the 5 Cs - clarity, conciseness, completeness, continuity and consistency explained in chapter 2.

The last part of the presentation - The conclusion is very important because it is the time when the speaker leaves an impact in the minds of the audience. Many people complete the conclusion in a hurry, but it is advisable to give considerable time to conclusion. Summarize the whole presentation and remind the audience of your purpose by again mentioning the same story or quote you said in the introduction. This helps the audience retain the information and has a lasting effect in their minds.

3) Presenting : This includes the effective use of visual aids, delivery of speech and non-verbal communication.

Effective use of visual aids : The presentation differs from a speech because in it, you also show or display what you speak. Showing alongwith speaking creates more impact in the mind of the audience. Anything which we see, we tend to grasp and remember easier. There are various ways of showing your content to the audience like writing on a board, showing charts and through power point. To make the effective use of all these, you must take care of following points.

- Check for all your requirements, whether projector is available or not, laptop or computer is available or you have to carry your own device, availability of internet connection if required, uninterrupted power supply.
- If you have to used board, check for chalks or marker pens. Also check whether marker pens are in working condition because if they are not, you will waste your time right in the beginning and that will create more nervousness in you. This may lead to a situation where you may forget certain points, hence such small carelessness may become a spoiler for the presentation.
- Keep the visual aid visible to the audience by taking care that you or any pillar or anything is not blocking it.
- Your handwriting must be legible and big enough to make it visible till the end.
- Font used in a power point must be simple and big enough so that everyone can read. Avoid using fonts with curves and italics.
- Do not use too many colours in any visual aid. If you want to differentiate by colour, it is advisable to use only two colours.
- Do not change the slide (in case of ppt), chart (in case of flipcharts) or erase from the board, unless everyone has read the content. Give enough time to the audience to go through the visual aid.
- Write only points, and not the entire content in the visual aid. Also, do not crowd visual aid with many points.
- While speaking, avoid directly reading from the visual aid. Remember, that you are using visual aid to make it easier for the audience, and not for you to remember your content.

- Use your hand or a pointer to point the visual aid, whenever you want the audience to have a look at it.
- Use of diagrams, graphs, photographs, figures or plans must be included as far as possible as it makes it more interesting. But take care that only one diagram must be there on one slide/chart.
- While writing on a board, make optimum use of the board by making parts. Also, keep the portion on one side of the board if you have to refer it later.

Delivering the presentation : The method of delivery of speech and use of non-verbal communication are the two important aspects that one must take care while delivering the speech. The different methods of delivery of speech has been discussed in section 3.1.2 along with advantages and disadvantages. It is very clear that delivering the speech with the help of brief notes is the best way, whether it is only a speech or presentation. As seen earlier, the delivery of speech using notes helps you in doing a presentation without leaving out any point and it is very flexible. It also helps in making the maximum use of non-verbal communication. And like in any other communication, the role of non-verbal communication is very high in presentation as well. To understand the use of non-verbal communication, refer chapter 1 where it is discussed at length.

As far as presentation is concerned, all components namely professional dressing, eye contact with everyone, use of positive gestures, maintaining a correct posture and using appropriate facial expressions are important and must be used wisely to enhance what you are saying. You must take care that your body language must be in sync with your verbal communication.

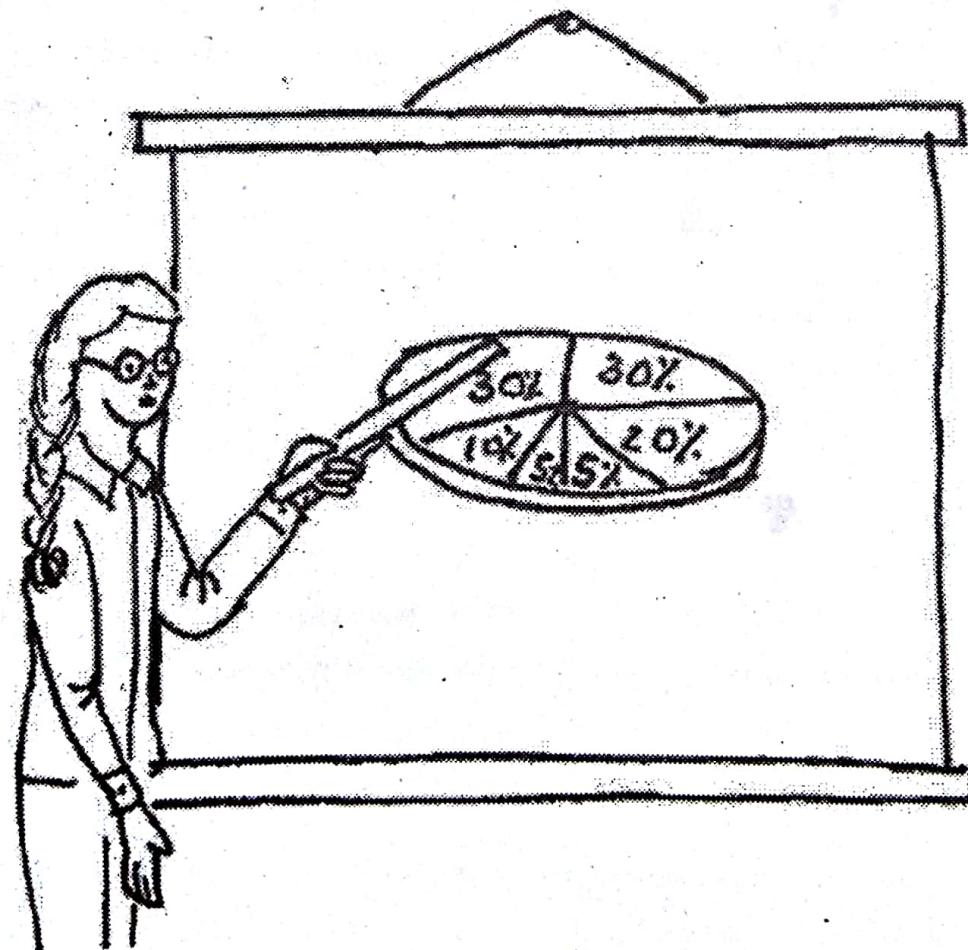


Fig. 3.3.1 Presentation skills

Quick Bites :

- For an effective presentation, first you must be clear about the purpose of your presentation.
- Keep the audience in mind while preparing for a presentation.
- Organize your content using the chronological, categorical, causal or spatial method whatever is appropriate for your topic.
- Start with a smile and use something catchy to create anticipation in the minds of the audience.
- Do not conclude in a haste, and leave a point for the audience to ponder.
- Use body language to enhance the effectiveness of your presentation like dressing appropriately, making eye contact with everyone, using hand gestures and facial expressions and having a correct posture.
- Use of paralinguistics is very important for effective presentation.
- Make maximum use of space available by moving around on the stage or the room.

3.4 Interview Skills

The day of your job interview becomes the most crucial day in deciding the direction of your career path. So, it is very important that you understand what is required to be the most desirable candidate for the job and how to prepare for the interview.

To understand that, first of all let's understand what goes on in the minds of the interviewers when they interview us ? What are they actually looking for ? Which aspects are very important for the company to hire a candidate ? The very first and obvious answer is that they want people who are thorough in the knowledge of their own area of work i.e. the subject knowledge. But that's not it. Apart from the subject knowledge, organizations look for employees who work effectively, having good people skills, positive attitude, good communication skills, team work, interested in doing the particular job in question and overall how a person is as a human being. You may feel that for all these things there is no need to do a preparation, but if you have thought well about different aspects of yourself, you will be able to present yourself better in the interview. Hence, it is important to prepare well. Following are the tips for 'how to prepare for the interview and how to conduct yourself' at the time of interview :

1. Do introspection :

This is the first and very important step of preparation for an interview. Introspection leads to knowing about your own self and making clarity in your mind. This will help you answer many behavioral questions. It is important to be sure about yourself. If you are not sure about yourself

then you will end up giving those answers that you think they want to hear. But in fact it is important to be honest in interview. Think about the likely questions that you might face in the interview and prepare your answers for the same. You must also do your self-assessment like finding your own strength and weaknesses, what kind of person you are, how you like to work, etc. After doing your own assessment, you must find how you are going to present yourself. If your answer is well-thought-out and honest, you will be confident in giving the answer.

2. Dress appropriately :

People see us before they come to know about us. Dressing appropriately gives that first impression, and sets a positive tone for the interview. It gives boost to your confidence. "Dressing appropriately" means according to the job and the company. You must first find out what is the company culture and dress code. From that you will get a hint on how to dress up. Many companies have semi-casuals in their culture and many others have highly formals. Appropriate dressing and neatly groomed person gives a first good impression.

3. Display good non-verbal communication :

As discussed earlier, we already know how non-verbal communication is instrumental in making our overall communication effective. During the interview, you must give answers by making eye contact with all interviewers as it shows confidence, keep a straight posture, use positive gestures, greet with a firm handshake, avoid fidgeting with things and wear a confident smile. Your non-verbal communication tells a lot about you and so a positive body language will make a good impression on the interviewers.

4. Listen attentively :

Remember that listening is the most important aspect of your communication skills and so, the interviewers expect you to listen attentively and give relevant and full answers of what is asked. Sometimes, the candidate end up answering the question in a completely different angle from what the interviewer has asked and sometimes the candidate always have to ask for clarification of the question. This shows your poor listening skills. Hence, sharpen your listening comprehension.

5. Answer the questions fully with relevance :

Many times, the interviewer asks you to give an example of a project or a work that you completed successfully. By asking such questions, the interviewer want to evaluate your behavioral aspects like personal effectiveness, interpersonal skills, management, etc. and so answering such questions requires a clear narration of how you did that particular job in the past. You should be able to remember a particular instance or situation and explain how you displayed certain qualities during that work. If you are not able to answer such questions fully and clearly, you lose the

opportunity to show your skills. These answers helps you in showcasing your skills and acts as proof of it. Before going for an interview, you can prepare the answers to questions they are most likely to ask. This you can get from the name of the job profile, your own subject or area of work, asking your seniors, asking someone already working in that company and from the company profile which you can find out from its website. Also, most of the questions comes from our own CV and that's why studying our own CV is very important to prepare answers for the interview.

6. Use correct verbal language :

Correct grammar and sentence formation is the basic requirement of verbal language. Also, strong vocabulary will help you to use appropriate words at different places. It will also make you fluent and you will not fumble and search for what to speak. Also, be careful that you do not use slang or anything inappropriate.

7. Do not speak too much :

Many people end up speaking too much to show their confidence and trying to impress the interviewer, speaking more than required is a big mistake. Also, if you have not prepared yourself enough for the interview questions, you may end up beating round the bush and that will show your lack of clarity. It is important to answer only what is asked and required.

8. Be professional :

Even if the interviewer are very friendly and cool, there is no need to become too much casual. If the interviewer tries to comfort you, that does not mean you must act like a friend and forget that you are a candidate for the job. Try to maintain professionalism and don't go overboard in showing your openness.

9. Ask questions :

Usually at the end of the interview, the candidate is asked if they want to clarify on something. At such time saying that you don't have any question, leaves an impression that you are not interested in knowing more about the company or you have appeared casually in the interview just to get the job. By asking questions, you can find out whether it is an appropriate job profile and appropriate place to work. During the interview you may have got many information but there may be some additional information that you require which will influence your decision to say yes or no, in case you are selected. Hence you must ask questions.



Fig. 3.4.1 Job Interview

Quick Bites :

- Be sure about yourself, know your own strengths and weaknesses.
- Dress neatly in formals as per the norms of the organization.
- Greet with a smile and a firm handshake.
- Be honest in answering the questions.
- Use correct verbal language and use positive body language.
- Do not get too much personal and casual.
- Listen attentively and answer the questions fully.
- Be prepared to ask questions.
- Show your interest for working in the organization and the job profile.
- Be positive about answering all questions.
- Ask for the follow up date and leave with a smile.

3.5 Negotiation Skills

As per the Cambridge dictionary, negotiation is the process of discussing something with someone in order to reach an agreement with them. Negotiation is usually used to sign business deals and contracts. But in fact, we do negotiation all the time in our professional and personal lives. We bargain when we're buying something, particularly expensive and that is negotiation. We negotiate in our personal lives to come to an agreement, how much we will contribute towards a task at home as against other members of the family. We negotiate for salary or other benefits at the time of our recruitment and we also negotiate for increment in our jobs. Thus, we come across situations in our day to day life, where we have to negotiate.

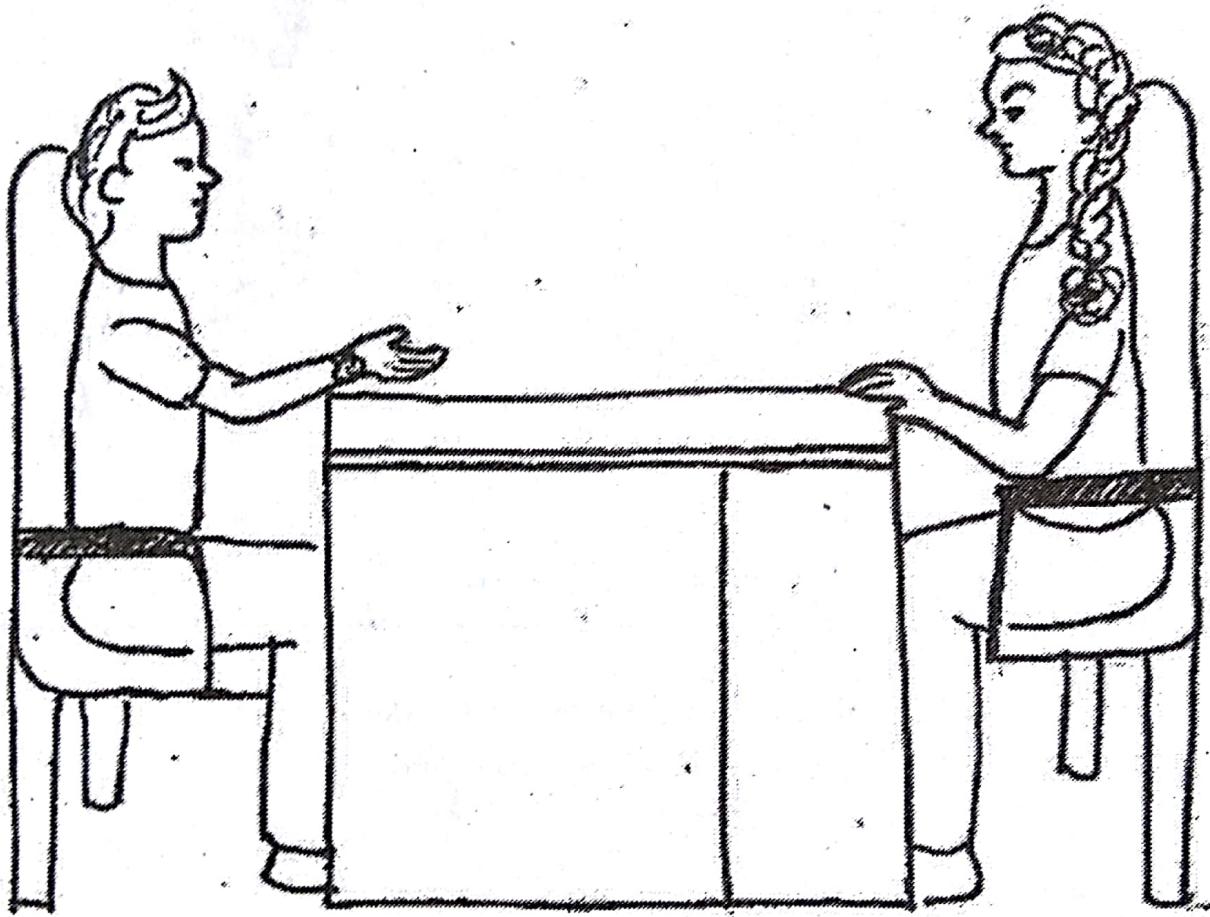


Fig. 3.5.1 Negotiation skills

3.5.1 Negotiation Process

Negotiation happens in various stages. The first stage is information exchange. Both parties exchanges information of what they can offer and what is their expectation. The second stage is discussion of alternatives. The final stage is the closing, meaning here both the parties either come

to an agreement or decides not to go for the deal at all. Though these three stages talks about a deal, one must understand that it's not only a business deal, but also about personal life negotiations.

3.5.2 Types of Negotiation Styles

There are different styles of negotiation based on whether the negotiators are relationship-oriented or deal-oriented. The following are the different styles of negotiating :

1. Accommodating :

As the name suggests, the negotiator has an inclination towards solving the problem of the other party and maintain personal relationships with their business associates. They do not bargain aggressively. Their offers may not be in their best interests and they yield to other's demands. This style of bargaining is usually pleasant and more comfortable for both the parties. They rather value friendship and their main objective is to get to reach an agreement.

2. Avoiding :

Some people do not negotiate unless necessary. They try to avoid the confrontational aspect of negotiating. They have reserved behavior and do not express their own will, rather they insist on agreement.

3. Collaborating :

Collaborators like to solve difficult problems creatively. They enjoy negotiations and value the concerns and interest of the other parties. Their approach is creative and innovative, and they see the situation objectively. Their choices are guided by principles of fairness, professional standards, tradition or moral standards.

4. Competing :

Some people enjoy negotiations because it provides them the opportunity to win. They usually neglect the concern of others and their relationship with them as it may lead them to lose the bargain. Such negotiators often says the last word and do not give opportunity to the others to negotiate further. These negotiators usually bargain strategically and their only objective is to win.

5. Compromising :

These negotiators close the deals quickly by looking at the interests of all parties involved. They are useful when the time is limited but sometimes there is a chance of suffering loss in a hurry to close the deal.

3.5.3 How to do Negotiation

1. **Preparation :** Having proper knowledge about the thing- product or a project and the party is very important. It is also important to ask questions to find out the needs of the other party. Try to learn about the strengths and weaknesses of the other party.
2. **Have a plan :** You must be clear about your own expectation from the negotiation. Be clear about what you want and stick to it. At the same time, don't be too unrealistic in keeping your expectations. You must also keep the margins, expectations and limitations of the other party. Keeping unrealistic expectation will lead to "no deal".
3. **Body language :** Your body language must not show aggressiveness or any other negative emotion. Think and reply objectively rather than becoming personal. Also, observe the body language of the other party. You can exactly tell at which point the other party is comfortable and at which point she/he wants to say a "no", if you are able to observe the body language minutely. For example, if you are a seller and having a talk with your buyer across the table, the point at which the buyer leans forward is the point of their interest, and you can take advantage of this information.
4. **Go for win-win solution :** Always try to go for a win-win solution where both the parties are happy with the deal. When a collaborative negotiation happens there is always a win-win solution. If one of the parties is very competitive and it might happen that one of the parties will quickly lose interest in the deal. If one of the parties is submissive, then you will end with a win-lose or lose-win solution where there is a compromise at one end and so the contribution of compromising party is less towards the deal even in the future courses of actions. But, win-win is a situation where both the parties gain something in the deal- both of them come to an agreement, where their expectations are almost met with. For example, a smart phone owner doesn't give discount to his customer but instead he agrees to give a earphone and a stylish cover for free to the customer.
5. **Make a written deal or contract :** If there is a deal or a contract or if the decision of negotiation has an effect in the future course of actions, then it is important to note down each and every point according to what you have agreed upon during your negotiation. There may be different aspects for example prices, number of products, warranty, delivery time, etc. which you may have agreed upon during your discussion and they all need to be noted down on a piece of paper to avoid misunderstandings. At last, a deal must be formalized and signed by all stakeholders.

Quick Bites :

- Negotiation is a discussion between two or more people, where everyone expresses their will and at the end comes to a point where everyone comes to an agreement.
- There are five styles of negotiating namely accommodating, avoiding, collaborating, competing and compromising.
- Before doing a negotiation, the negotiator must have clear objective and plan in the mind.
- Use appropriate body language so as not to offend the other party.
- Use collaborative style and come to a win-win solution rather than, one party incurring a loss.
- At the end of the negotiation, it is important to have a written deal or contract to refer in case of dispute in the future.

3.6 Critical and Creative Thinking in Communication

Critical thinking :

The process of objective analysis and evaluation of an idea or a situation, in order to form a judgement is called critical thinking. While thinking critically, we do a careful examination of different aspects of the issue with good amount of reasoning and evidences. Here the goal is not to accept or reject, but rather to evaluate the entire issue objectively. While doing critical thinking we do not get emotional and weigh each point judiciously.

We are involved in critical thinking in our daily as well as professional lives. We use critical thinking ability when we are reasoning, evaluating, problem solving, analysing and making decisions. All of these are of great importance in your work life and so critical thinking is important for one's success.

How to develop critical thinking :

- To be able to think critically you must develop a mind of curiosity as it helps in getting into the details of an issue and presents you with many arguments and evidences and you are able to evaluate them all to come to a judgement.
- Seeking and questioning the idea at hand helps in digging out more information and makes easier to weigh each one against the other.
- Have an open mind with humility to be able to accept if you were wrong in your judgement. This helps you in accepting new and better ideas.

Advantages of critical thinking :

- It leads to creativity.

- It helps in seeing every aspect with objectivity leading to successful decisions and actions.
- It improves your comprehension skills.
- It gives you a wide horizon of thoughts and helps you introspect everytime.
- It helps you to focus on facts and evidences rather than opinions.
- It enhances your communication with everyone around you as you are the person who sees things objectively and based on facts.

With critical thinking you can perform better and achieve more. It also enhances your creativity. You can also outwit others with your efficient critical thinking and problem solving skills.

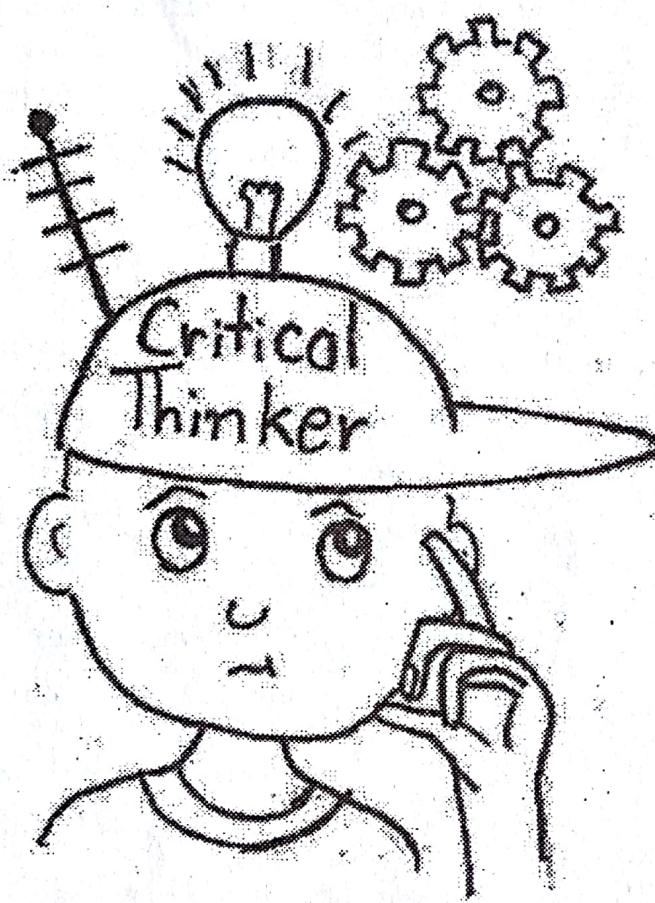


Fig. 3.6.1 Critical thinking

Creative thinking :

“Thinking out of the box” is the mantra for success these days. Being able to think different from others or thinking creatively is very important for everyone. The inventions, innovations and solutions in the world are all products of creative thinking. But everyday inventions are not possible! So why everyone needs to think creatively ?

So, first of all let us understand the term “thinking out of the box”. Which box is this ? This box means the boundary built in our minds, beyond which there is unknown, a risk and a fear that no

one will agree. This boundary is built due to various factors like, genetic, environment- people around us and their thoughts, our own experiences and the knowledge that we gain as students, where we learn only the thoughts and inventions of others. All these information makes a boundary.

Now, why should we get out of this boundary ? We all possess the same information of whatever ideas are established in the world till now. That means offered with similar problems and issues, most of us can think in the same way and either come up with same solution or submit to the problem. But this is a threat to human dignity. Our dignity as humans lies in being different- it depends on what we can generate from the same information. Creative thinking helps us gain an edge over others. It is that quality which gives solution to many problems of humankind. Being creative does not mean being weird, but it means thinking divergent.

Why we don't think creatively :

- As said above, firstly, we have a boundary i.e. we know how things are and how they have been since years. So we think they can't be otherwise.
- There is a risk of failure. What if the idea doesn't work ?
- You have to give up the security of belonging, because when you think differently, you have to leave the crowd.
- The "out of the box" has an infinite space and direction. There is no preset line of thought that you can hold onto, because you are trying to be creative which means no one has thought about it till now. And due to this whenever you think out of the box, you feel like getting back inside and accept what it is.

How to think creatively

- Once you have decided to go out of the box, just try to go far and discover as many alternatives as possible.
- Thinking creatively does not mean coming up with a completely new idea. You can use combination of two or more existing ideas. Sometimes, the application of an existing idea in a completely different manner brings about innovation.
- Be open minded.
- Don't look for correct answers because it takes you back to the existing thoughts as you will try to weigh all your new alternatives in context with existing ideas.
- Assess the value of new idea as this is an undiscovered territory.

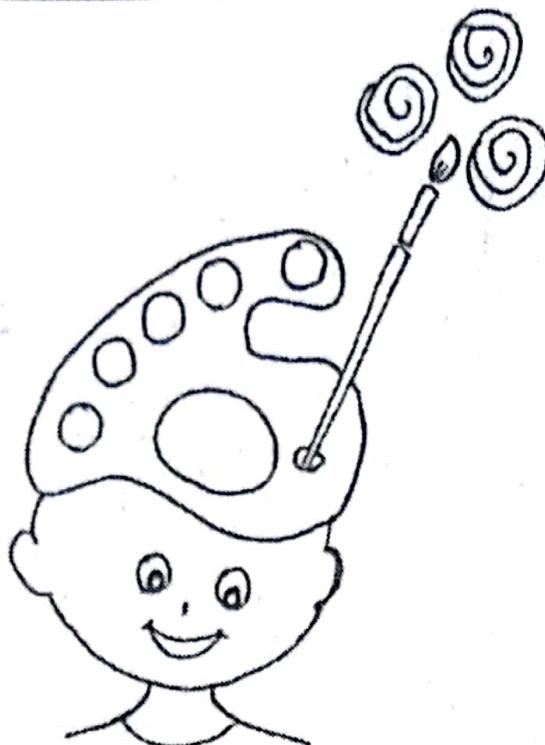


Fig. 3.6.2 Creative thinking

Quick Bites :

- Critical thinking is evaluating and analysing an issue to come to a judgement.
- Critical thinking involves seeking, questioning and digging of more information to check all aspects of a thing.
- Critical thinking leads to creative thinking.
- Creative thinking means 'thinking out of the box', but it does not mean being weird.
- Creative thinking leads to solution of problems.
- People generally don't offer creative solutions due to the risk of being rejected.
- To be able to think creatively, do not look for correct answers, be open minded and be solution oriented.

Exercise

1. Explain the evaluation components of group discussion as a selection process. **GTU : Jan-17**
2. What is presentation ? Explain different purposes for making presentation. **GTU : June-09**
3. What are the purposes of presentation ? Why should the presenter know his/her 'audience' before delivering presentation ? **GTU : June-15**
4. Write guidelines to make effective use of visual aids. **GTU : June-13**
5. Planning, preparing and presenting, all are equally important steps for an effective presentation. Justify the statement with supporting arguments. **GTU : Jan-17**
6. Write a note on various types of questions asked in a job interview. **GTU : June-12**

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7. Give tips for success in job interview.
 8. Give tips for success in group discussion.
 9. Discuss various negotiation styles.
 10. Give tips on how to do negotiation for a win-win solution.
 11. What is critical thinking and why must we think critically ?
 12. Explain creative thinking. What are the reasons people don't think creatively ?
 13. Give tips for developing creative thinking ability.
 14. How will you use your body language as a tool to be successful in a group discussion ?
 15. Explain the organization of content for presentation.

GTU : June-14

GTU : June-14

Practical exercise

1. Do a role play of a job interview with 2 to 3 students acting as interviewers of a particular company and 1 interviewee. The interviewers have to decide the job profile and convey their requirements to the interviewee before starting the interview. The interviewee must design a resume accordingly be mentally prepared to answer the questions.
2. Make a group of 8-10 students and take a topic of your choice. Sit in a circle and do a group discussion for 20 mins on this topic. Ask the other students who are not participating, to observe and make notes. At the end, share the observations and analyse the performance of each participants.

