



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3130004

Semester - III

Subject Name: Effective Technical Communication

Type of course: Communication and ethics

Prerequisite: Zeal to learn the subject

Rationale: The rationale of the curriculum is to help students learn technical communication along with necessary moral and ethical dimensions of engineering.

Teaching and Examination Scheme:

| L | T | P | C | Examination Marks | | | | Total Marks |
|---|---|---|---|-------------------|-----------------|---------|--------|-------------|
| | | | | Theory Marks | Practical Marks | ESE (E) | PA (M) | |
| 2 | 0 | 2 | 3 | 70 | 30 | 30 | 20 | 150 |

Contents:

| Sr. No. | Topics | Teaching Hours | Module Weightage |
|---------|---|----------------|------------------|
| 1 | Dynamics of Communication: ✓ Definition and process ✓ Kinesics ✓ Proxemics Paralinguistic features Importance of Interpersonal and Intercultural Communication in today's organizations | 06 | 20% |
| 2 | Technical Writing: Report writing Technical proposal Technical description Business letters(sales, order, complaint, adjustment, inquiry, recommendation, appreciation, apology, acknowledgement, cover letter) Agenda of meeting, Minutes of meeting Resume writing | 08 | 25% |
| 3 | Technical Communication: Public speaking Group discussion Presentation strategies Interview skills Negotiation skills Critical and Creative thinking in communication | 06 | 20% |
| 4 | Ethics in Engineering: Scope of engineering ethics Accepting and sharing responsibility Responsible professionals and ethical corporations Resolving ethical dilemmas Making moral choices | 04 | 12% |
| 5 | Etiquettes: ✓ Telephone etiquettes ✓ Etiquettes for foreign business trips ✓ Visits of foreign counterparts Etiquettes for small talks | 05 | 16% |

* What is communication?

- The word communication is derived from the Latin word 'comunis'.
or 'communicare' which means:
communis: common
communicare: share
- It stands for a natural activity of all human beings to convey opinions, informations, ideas, feelings, emotions to others by words spoken or written, by body language or signs.

2. Inshort, communication can be defined as the exchange of information, ideas and knowledge between sender and receiver through an accepted code of symbols / media

① Communication is the very basic need of any organization and it is ~~as~~ ^{very} fundamental that without it, it is not possible for any organization to exist, to function effectively and achieve its objectives.

② Communication is essentially to transfer of ideas, message or information from one person to another. It is effective when it gets the desired action or response. Basic comm. skills are essential for continuous success whether personal or professional. At the ~~base~~ ^{very base} one need to understand the communication process.

Being a good Communicator
is half the battle won

① Speaks & listens
well → No scope of misunderstanding

② Reasons
ability to speak
ability to listen
to receive information.

③ Ability
and
ability to understand others

Definition of communication

Every individual needs to be well equipped with the tools to communicate effectively, whether it is on the personal front or at work.

In fact, according to the management guru

FWP

'Being a good communicator is half the battle won.. After all, if one speaks and listens well, then there is little or no scope for misunderstandings.'

TIM

Thus, keeping this fact in mind, the primary reasons for misunderstandings is due to inability to speak well or listen effectively.

IMP
POINT

Thus, communication skill is the ability to use language (receptive) and express (expressive) information.

*

various Definitions of communication.

-George Vardman in his book 'Effective communication of ideas' defines communication as:

'purposive interchange, resulting in workable understanding and agreement between the sender and the receiver of the message'.

IES
M 2 C 209
22/02/2017
Steiner.
Miracle
Date : : 201

Berselion and Steiner

"Communication is transmission of ideas, information, emotions and skills by using words, symbols, pictures, graphs etc."

Norman B. Sigmund (TRIFIA)
29/01/45

"Communication is the transmission and reception of ideas, feelings and attitudes both verbally and non-verbally eliciting a response".
(Obtain / draw on)

Thus, based on various definitions, we can say that...

- 1) Communication is transactional.
- 2) Each person is both sending & receiving information simultaneously.
- 3) parties communicating have an impact on each other.
- 4) It is a two way process.
- 5) In channel: verbal & non-verbal response is need.

The sender encodes the message, through a channel, the message is sent to the receiver, who receives the message, decodes it to understand, transmits, gender, and function, both have its own culture, projects of control.

Two way process

Sender → Message → Channel → Receiver

Receiver → Decodes → Transmitter, Gender & Function

Both have its own culture

Projects of control

Two way process

Sender encodes the message, through a channel, the message is sent to the receiver, who receives the message, decodes it to understand, transmits, gender, and function, both have its own culture, projects of control.

Two way process

Sender → Message → Channel → Receiver

Receiver → Decodes → Transmitter, Gender & Function

Both have its own culture

Projects of control

- ① Two way links
② common atmosphere
③ channel *Miracle*
- Date : : 201-

Process of Communication

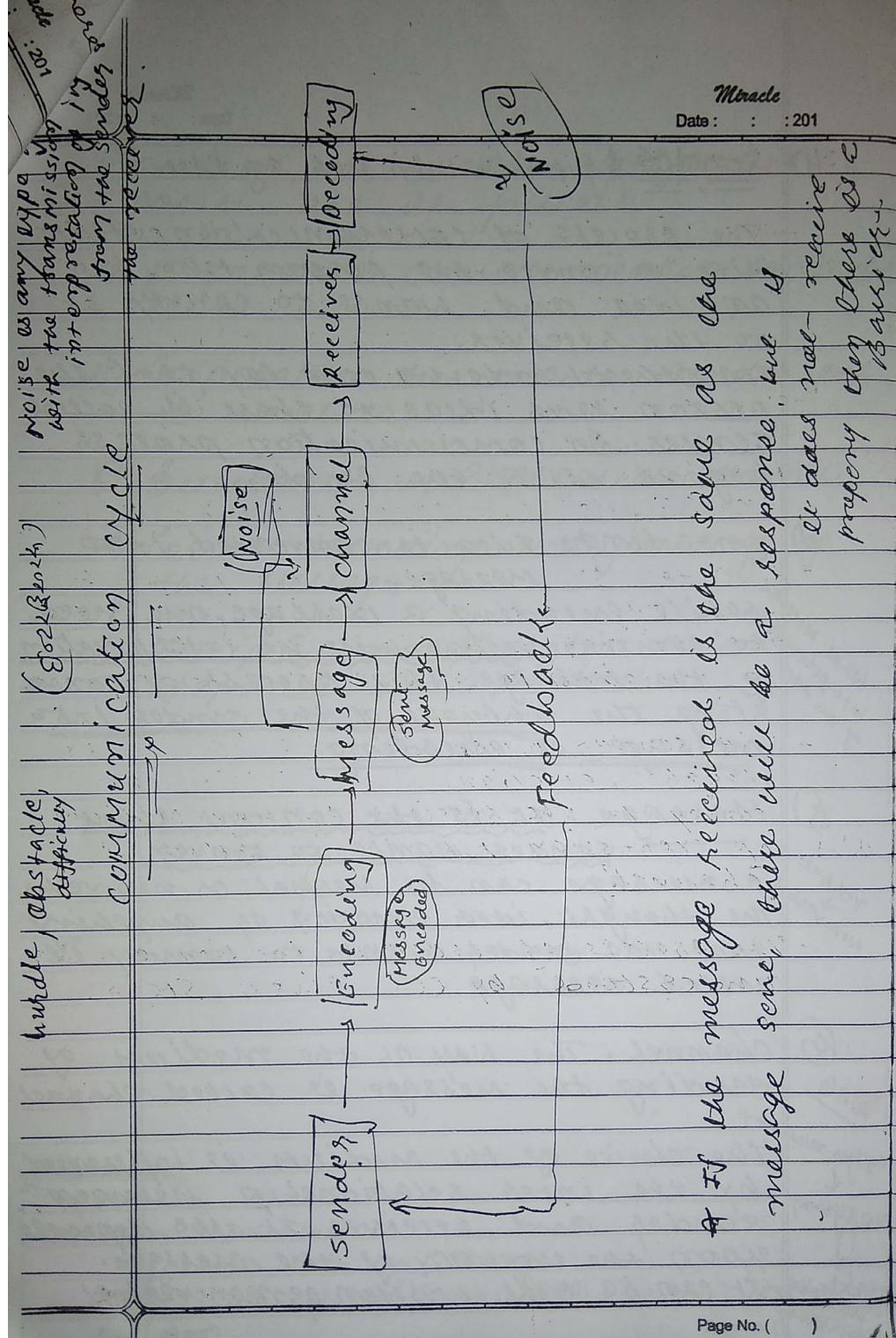
communication is a two way process in which the exchange of ideas links the sender and the receiver towards a mutually accepted direction.

(articulation / feedback)
How cont. - The transmission of the sender's ideas to the receiver and the receiver's feedback or reaction to the sender constitutes the communication process.

function - In order to understand the proper and effective communication, both the sender and the receiver have to function in a common atmosphere.

TWP ✓ - The sender must have his/her ideas, thoughts, emotions which he/she can convey to the receiver by any medium of expression which is called a channel.

The process of communication can be understood by the given steps.



1) Sender: A person who has an idea.

- The process of communication starts with a sender, the person who has an idea and wants to convey it to the receiver.

In other words, we can say that the person with ideas to share is called sender. So, communication process begins with the sender.

2) Encoding: Idea is converted into message.

What will be interpretation of the message
While encoding a message, one need to consider what will be interpretation of the message. This process of converting the thought of the sender into message is encoding.

3) Message: It is the content that sender wants to convey.

Verbal Non-verbal
A message can be verbal or non-verbal. The thought, idea, emotion or anything that the sender wants to convey is called message.

4) Channel: The way of the medium of sending the message is called channel.

Inter-relationship between sender and receiver
The choice of the medium is influenced by the inter-relationship between the sender and receiver. It also depends upon the urgency of the message.
It can be oral, written or non-verbal.

In brief, the essentials of effective communication are as follows.

- (1) A common communication environment.
- (2) Cooperation between the sender and the receiver.
- (3) Selection of an appropriate channel.
- (4) Correct encoding and decoding of the message.
- (5) Receipt (receiver/s) of the desired response and feedback.

8 Receiver:

A person who receives the message of sender.

The receiver is the person who receives the message of the sender. In the best way, if it reaches to the receiver then there is no problem to the receiver to understand the message properly.

Q) Decoding: message is converted into understanding.

- It is a process where the received message is converted into understanding.
- It is not necessary that the message reached to receiver will be understood by the receiver but decoding is a process which converts the message into understanding.

There are chances to misinterpretation of the message.

(F) Feedback: The reply from receiver to sender is called feedback.

After receiving the message, the receiver replies or responds to the sender.

- The response can be based on the misunderstanding or misinterpretation of the message.

- This reply from receiver to sender is called feedback.

Feedback has its own importance as the success or failure of communication is decided by feedback only.

* Difference between General and Technical communication.

| | <u>General COMM.</u> | <u>Technical COMM.</u> |
|-----------|---|--|
| Content | 1) contains a general message / content | - contains a technical message / content |
| Nature | 2) informal in style and approach | - mostly formal. (use of lang & word) |
| Structure | 3) NO SEE pattern of comm. or NO specific pattern | - follows a see pattern such as sequence of elements in a report (Ex. of Technical Report) |
| Method | 4) MOSTLY ORAL | - BOTH ORAL AND WRITTEN |
| Audience | 5) NOT always for a specific audience e.g. Teacher can communicate with students (generally) | - Always for a specific audience. e.g. civil engineers. (Graphs we make during work) |
| Language | 6) does not normally involve the use of technical vocabulary, graphics, or jargon language | - Frequently involves jargon, graphics etc. for achieving professional purposes |

Types of Communication

Miracle
Date : : 20

⇒ verbal communication

verbal communication depends both for the (spoken) and the written word used in the comm. process. It can further be divided into oral and written communication.

Oral communication

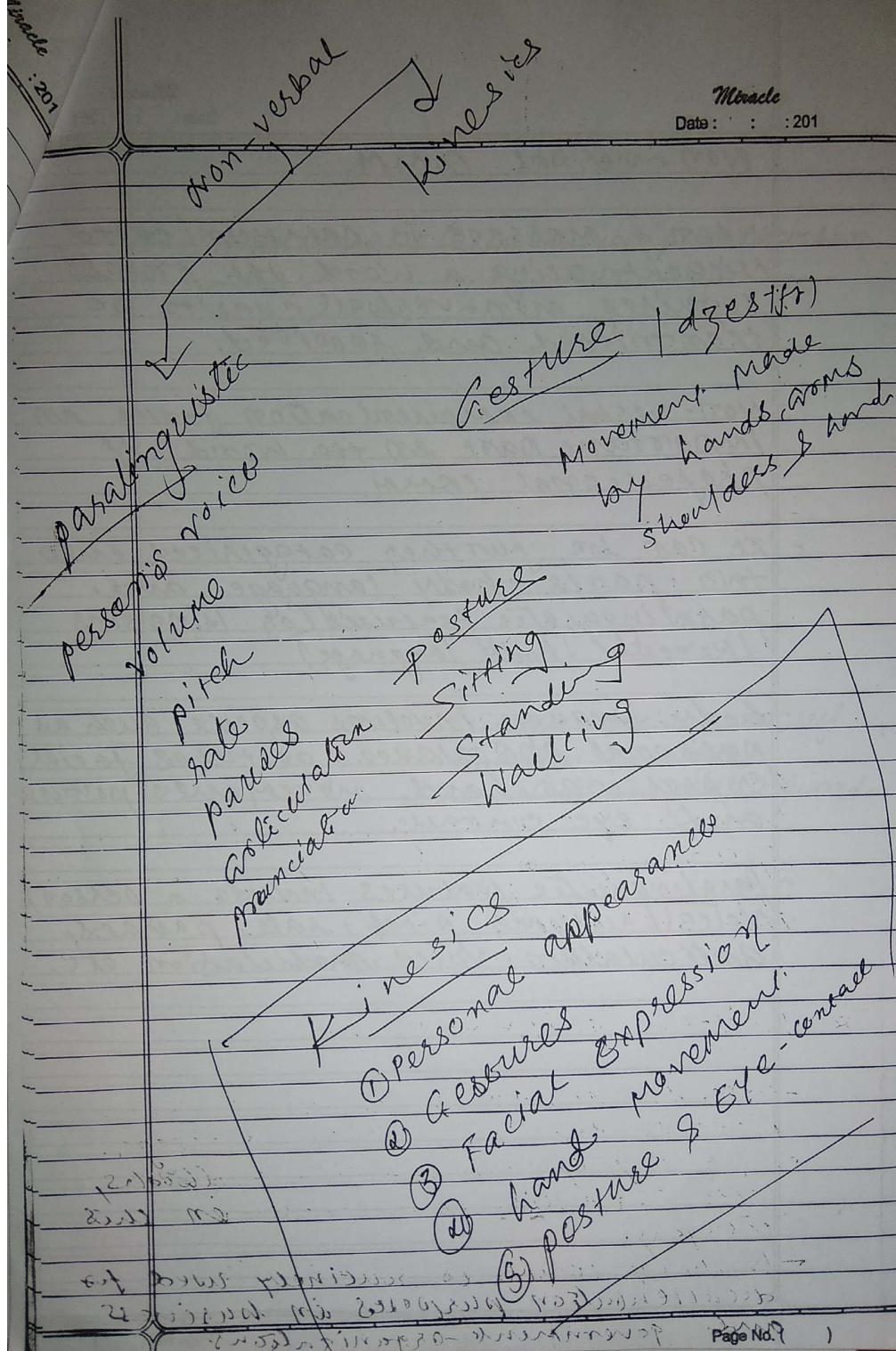
- A face-to-face interaction between the sender and the receiver is called oral communication.
- In this type of comm. there could be two or more than two persons who use spoken language as a medium of communication.

Ex:

Whenever we make presentations, deliver speeches, participate in group discussion appear for interviews or simply interact with somebody, we are involved in oral comm.

* Written communication

- Here, the sender uses the written mode to transmit his/her message.
- Report, proposals, books, handbooks, letters, emails etc... come in this category.
- Written comm. is routinely used for documentation purposes in business and government organizations.



NON-VERBAL COMM.

When a message is communicated without using a word, the process requires non-verbal cues to be transmitted and received.

- Non-verbal communication forms an important part in the world of professional comm.
- It can be further categorised into two parts - body language and paralinguistic features (or kinesics / kineses / body language)
- Body language involves aspects such as personal appearance, gestures, facial expressions, hand movements, posture and eye contact.
- Paralinguistic features include a person's voice, volume, pitch, rate, pauses, articulation, voice modulation etc.

Intrapersonal: Comm. takes place within one's own self.

- within one's own self
- Internal dialogue
- ex. when one gets injured

3/10/2010 Levels of Communication.

The levels of comm. can be described under the following heads.

- i) Intrapersonal
- ii) Interpersonal
- iii) Extra personal.
- iv) Organizational
- v) Mass.

① i) Intrapersonal comm.:

This takes place within the individual. Intrapersonal comm. takes place within one's own self. It is known as intrapersonal communication.

- Impact, when we communicate with other person, internal dialogue with oneself continues - verifying the truth, using logical reasoning, etc.

Ex. When one gets injured, the brain gets information and then sends the feedback/message that he/she should consult a doctor or take medicine. This is nothing but Intrapersonal Comm.

- Interpersonal

- occurs between 2 or more
oral, written, direct person

- Information or idea - shared by
people

- Assume: F2F, CALL

- Day to day to life

- Beneficiary : Doubts

4

classified

- Depends on the
chemistry of the parties
involved

- Env'soment & Cultural
Context play
Imp. role.

II

Interpersonal

mean
- This is a direct, written or oral communication that occurs between two or more persons.

- This levels of comm. includes ideas of informations shared by people.

form
- This can assume in the form of face to face conversation, video conferencing and telephonic talk and so on.

Beneficial
- It takes place in our day to day life. This level of comm. is beneficial as doubts can be clarified instantly and immediate feedback is possible.

characteristics
- Interpersonal comm. depends on the chemistry between two parties involved. Two persons

context
- The environment and cultural context play their vital role. In addition, it can be formal and informal. Thus, Interpersonal comm. situations depend on a variety of factors

- 1) A psychology of the two parties involved
- 2) The relationship between them
- 3) The situation in which the comm. takes place.
- 3) Environment & cultural context.

Entities
+ thing which with
dislike independent
Date : 20/1

Extra personal

Non human beings

- Contact between human being & non human entities is known as extra-personal carry.
- Sign language is used.
- Pet dog / car - Follow my order

UPWARD
Jaws over to upper

Organizational carry.

- Upward
- Downward
- Diagonal / Horizontal / Lateral same position
- Grappling

Crosswise communication

III Extra Personal

comm. between human being and non-human entities is extra-personal in which sign language is used to transmit information to respond.

If we observe carefully, we find that sometimes we do communicate with non-human entities, such as animals, birds etc.

Ex: whenever we command our pet dog or cat to sit, stand or go, dog or cat immediately follows our orders.

when a pet dog feels hungry, it comes to its keeper wagging its tail, it is nothing but an extra personal comm.

IV Organizational Communication

- Communication between members of a big organization is organizational communication.

- It may be upward, downward, diagonal and frankening.

With a proper networking system, comm. in an organization is possible even without direct contact between employees.

Conducting舞 within an organization

Outside the organization

without business purpose

Information are transmitted
to the public at large

TTT \$70
JIBPA

This type of communication can further divided into the following

1) Internal-operational.

All communication that occurs in conducting work within an organization is classified as internal-operational.

2) External-operational.

The work-related communication that an organization does with people outside the organization is called external-operational.

3) Personal

All communication in an organization that occurs without purpose as far as business is concerned is called personal communication.

(V) MASS Communication

In this level of communication, informations are transmitted to the public at large through media such as television, radio, internet, books, journals and newspapers.

- It is a means of conveying message of to an entire population. This also includes the speeches delivered by a business expert or political leader.

Dr.

Muscle

Normal kick
Kicks
Official
official
Procedural changes
Major procedural
changes
in official
procedures

Official
Procedural changes
in official
procedures
- official
- policy
- order

Major

Procedural
changes

Order

Order

Order

Order

Order

Order

A. The flow of Communication

Information flows in an organization both formally and informally. The

formal communication that follows the official hierarchy and is required to do one's job.

- Information of various kinds flowing through formal channels such as policy or procedure changes, orders, instructions, etc.

In other words, it flows through formal channels. Internal-operational and external-operational communications can be described as formal.

When an employer brings a problem to a supervisor's attention, the act of communication is formal.

(1) Downward Communication.

The communication flows in a downward pattern. i.e. it is communication in the organization which starts from higher authority to downward authority.

- Downward communication is generally found in all major organizations.

- Miracle
Date : : 201
- routine information*
- This is generally used to convey routine information, new policies or procedures, to seek clarification, to ask for an analysis etc.
- memos notices*
Downward communication can take any form - memos, notices, face to face interactions etc.
- Objectives
- to explain policies and organizational procedures.
 - To appraise the subordinates for their performance.
- Advantages
- It is a convenient channel through which simple information can be spread easily.
 - Major decisions are conveyed through this type of communication.
 - It helps to assign specific duties to a new appointed individual.
- Limitations
- Downward communication, being a very long channel, transmitting information to the lowest worker is a time consuming process and in this process, there is a chance of loss of information.

(2) Upward communication

- The communication channel which starts from the bottom level to the top level is called upward communication.

Objectives

- i) It provides the management with necessary feedback.
- ii) It gives an opportunity to workers to say/ share their problems and complaints.

Advantages

This process provides a chance to workers to take part in the decision making process which creates harmony between the workers and the Management.

To limitations

Workers hesitate to initiate for upward communication.

Workers at the lowest level are not efficient communicators so their communication oral or written may not be accurate and may

(3) Waterfall or Horizontal communication.

- This form of communication takes place among peer groups of hierarchically equivalent employees.

Advantages:
Such communication is often necessary to facilitate coordination, save time and bridge the communication gap among various departments.

(4) Diagonal or crosswise communication.

- planes in all directions

Diagonal or crosswise communication flows in all directions and cuts across functions and levels in an organization.

*Sales
Executive* Ex: when a sales manager communicates directly with the Vice President (Production), who is not only in a different division at a higher level in the organization.

(5) Grapevine: permeates the personal and professional lives of an employee.

In organizations, informal communication also permeates the personal and professional lives of employees.

- It follows no set lines or any definite route, but spreads very fast in any direction.

Ex For example people working together take interest in one another and talk about appointments, promotions, decisions or every domestic and social affair of another.

Appointments
Promotions
Decisions
Domestic and social affairs of another

Quick Bites :

- Paralinguistic is the study of features that we give to our spoken language.
- Volume, pace, pitch, intonation, pronunciation, voice modulation and pause are the important elements of paralinguistic.
- We can show our confidence and conviction through our voices.
- We can attract the attention of the audience by voice modulation, sudden change in volume or intonation and articulation.
- Pronunciation is important for the clarity of word.
- Pauses help in giving time to the audience to ponder over an important thought.
- Through our voices we express our feelings and emotions attached to the idea that we are discussing.
- Mastering the paralinguistic skills helps in doing effective communication.

1.5 Importance of Interpersonal and Intercultural Communication in Today's Organizations

Human beings communicate at different levels : Communication with self (Intrapersonal Communication), communication with non-human entity like our pet dog (Extra personal Communication), communication with others (interpersonal communication), and communication for business purpose (Organizational Communication), communication with large number of people (Mass communication). The interpersonal communication is very important as it involves our interactions in personal lives and professional lives including the organizational communication. The communication that takes place between individuals related to an organization like employees, employers, suppliers, clients, competitors, business associates, etc., plays an important role in deciding the course of action and ultimately the success of an organization. Every work in an organization revolves around communication amongst all stakeholders of the organization. Thus, it is important that the interpersonal communication of all these individuals must happen effectively to avoid any errors or misunderstandings and to ensure smooth working of the organization.

1.5.1 Key Components of Interpersonal Communication

The interpersonal communication seems to be simple as we communicate with others daily, but in fact is complicated due to the involvement of two or more unique individuals. It is very dynamic as it depends on various aspects of a human being. There are many obvious barriers to interpersonal communication like noise in the environment, varied perceptions, different backgrounds, psychological barriers, etc. which makes it ineffective. To sum them up all, let's

pause are the

den change in

ight.

idea that we are

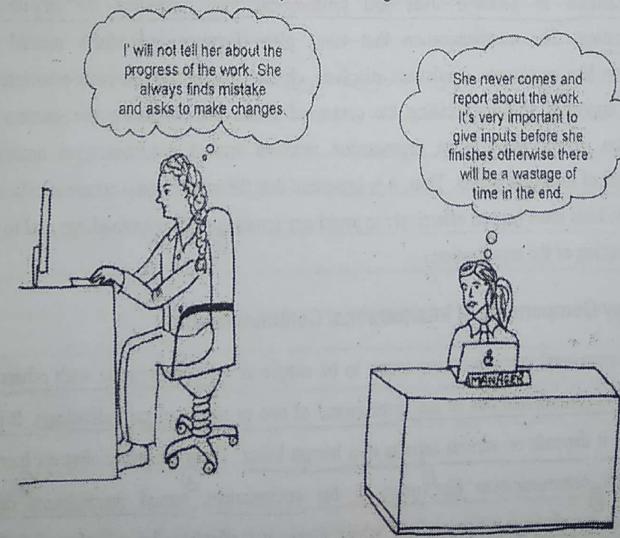
in Today's

If (Intrapersonal
(Extra personal
communication
large number of
ant as it involves
organizational
related to an
associates, etc.,
success of an
on amongst all
nunication of all
gs and to ensure

ith others daily,
iduals. It is very
ious barriers to
tions, different
em up all, let's

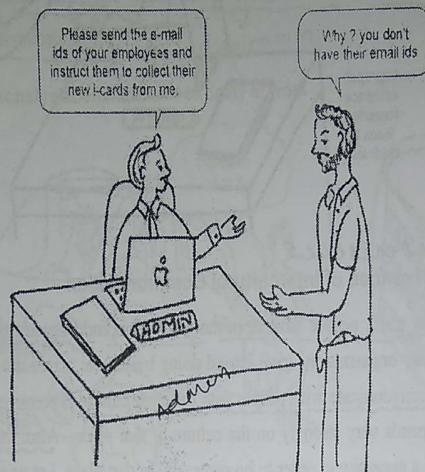
examine the key components that influence the way people communicate with each other. These key components are very important for the organizational communication to happen effectively.

- 1) **Self-concept :** The sender's /communicator's or receiver's/ listener's concept about self largely influences the way they communicate with each other. Not only that, the communicator's perception of how the other person sees her/him also affects the way they communicate. There can be misunderstandings or misinterpretation due to this perception.
- 2) **Clarity of Expression :** While communicating, it is important to choose the correct words, give complete information, be concise and use effective sentences. Moreover, the non-verbal cues like facial expressions and gestures must be in alignment with the verbal communication and help in giving more meaning to the content. Incorrect use of words and sentences, incomplete information and ~~incomplete non-verbal cues~~ leaves the listener confused.
- 3) **Interpersonal relationship within organization :** The kind of relationship that one shares with others also decides the quality of communication that takes place between them. The organizational dynamics offers different challenges with respect to human relations. People have some close friends, while they don't get along with others in the organization. Due to competition, the individuals have to deal with feelings of anger, resentment, jealousy, insecurity, distrust, authority, threat, etc. This asks for not only improving our communication skills but also a lot of introspection leading to polishing ourselves in order to have better relations with everyone in the organization.

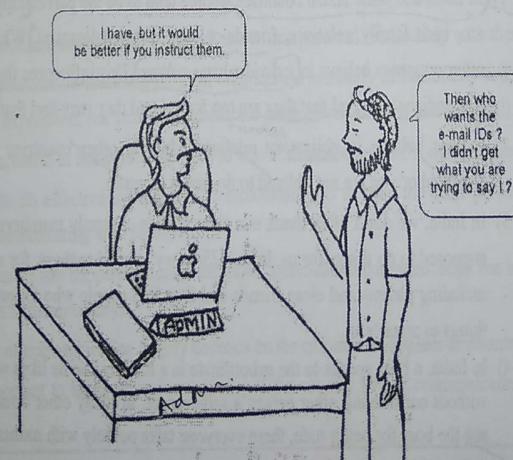


4) Listening : In an organization, an employee spends most of the time in listening. Listening to the boss's instructions, a client's requirements, a colleague's ideas or suggestions, a subordinate's concerns, etc. helps in deciding the course of action. A good listener is one who listens attentively with correct body language and giving verbal and non-verbal cues to the speaker to encourage more sharing. Also, the good listener clarifies everything at the end of the conversation. Lack of listening skills leads to confused actions and decisions.

i) Clarity of expression



ii)



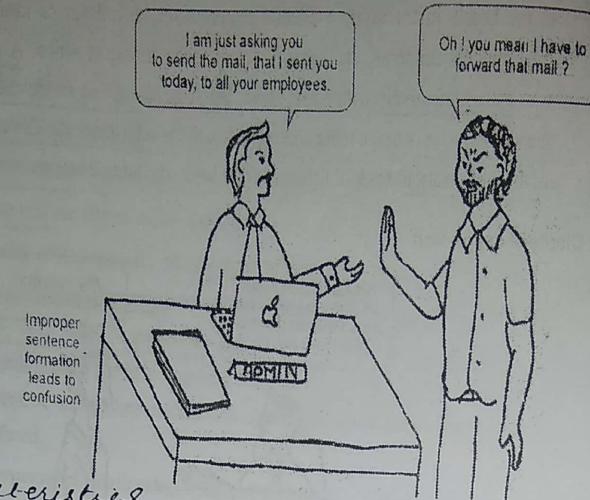
iii)

Toda
Also, ma
need to c
other dep
becomes
understan

- 1) In ar ot Th
- 2) In ex
- 3) In su inc thi
- 4) In wi suc the

listening. Listening is or suggestions, a good listener is one d non-verbal cues to everything at the end l decisions.

iii)



characteristics

1.5.2 Nuances of Intercultural Communication

Today many people have been moving within and outside the country to pursue their goals. Also, many organizations have started doing businesses across the globe. This provides them the need to communicate with people with different culture. The way people communicate with each other depends very strongly on the culture of that place. Also, the knowledge of local language becomes a necessity in order to be successful in that place. Let us examine the following points to understand this:

- 1) In India and other Asian countries, people tend to be part of closed groups, wherever they are, be it family, relatives, friends or even a few colleagues. While, USA, UK and many other countries believe in individualistic culture. This influences the way they communicate. The Indians may feel that they are too formal and they may feel that we are too friendly.
- 2) Indians believe in obligatory relations while in other countries the reciprocity is not expected or you are not obliged to do things in return.
- 3) In India, we don't often thank our close friends or family members because we feel they're supposed to do things for us. In the USA, they're used to thank for every small act of others, including parents and close friends and they find people who forget to thank for every little thing as ungrateful.
- 4) In India, a boss speaks to the subordinate in a manner she/he likes with an authoritative tone without considering other person's self-respect. In many other countries, a subordinate can sue the boss for being rude, there everyone talks politely with mutual respect, irrespective of their positions.

I who
is the
IDS ?
I get
you are
say ?

*Closed
groups*

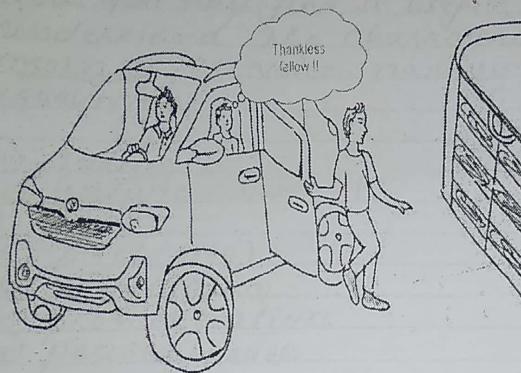
*The concept
of you*

*say
ten*

The above points makes it clear, that how important it is to learn the culture of the place where we have to work or learn the local language. You must have come across many people in Gujarat, who belong to other states of India but speak fluent Gujarati, or many students learning French or German. This is because to work in the local market, it is important to learn local language and culture.

Thus, in order to do effective communication, one must try to polish one's verbal and non-verbal communication and also learn and imbibe correct ways of interpersonal and inter-cultural communication.

Lack off good interpersonal relationship leads to delay in work



Quick Bites :

- Our communication with others depend on our interpersonal relationship with them.
- The interpersonal communication in an organization is mainly influenced by self-concept, clarity of expression, our relationship with the other person and the listening skill.
- To be successful in our career, we need to master the interpersonal communication skill.
- The key to do effective interpersonal communication is to keep the other person in mind while communicating with them.
- Due to businesses happening across the globe, intercultural communication has become an important skills these days.
- The way of communication largely depends on the culture of that place or country.
- It is important to learn the cultural norms of the country before communicating with its people.

1. Wh
2. Def ana
3. "In the
4. Exp
5. Cor
6. Dis
7. "Yi ligl
8. 'Co teri
9. "A con
10. Wr
11. Exj
12. Exj

1. Sit bet Rec
2. If y the

① PARALINGUISTIC

Paralinguistic signals and cues refer to every element and nuance of your speech. Paralinguistic communication can be much more subtle than other forms of non-verbal communication. @ precise as to be different to analyse (33) & describe (precise)

Here, you may find it useful to understand the characteristics nuances of voice, namely:

- 1) Quality
- 2) Volume. (Van - Vroom)
- 3) Race
- 4) Pitch. (Viv)
- 5) Articulation
- 6) Pronunciation
- 7) Pauses, / pause.

Quality (voice quality)

Quality is a characteristic that distinguishes one voice from another.

Each one of us has a unique voice and its quality depends upon its resonating mechanism.

(By the action of the resonating chambers of the mouth and nasal cavity)

While the quality of one's voice cannot be changed, it can be trained for optimum impact.

(non)
appropriate

rich, mellow (mild)
thin and nasal (sharp)

- It may be rich and resonant,
thin and nasal or harsh and
irritating.
get socio

- Very few people are naturally
blessed with deep and resonant
quality; everybody can improve
upon the quality of the voice and
develop it to the fullest potential.

- Abraham Lincoln and Winston
Churchill, for example, adapted
the quality of their voices to
become speakers of excellence.

* Volume (vaw - 140014)

* Volume is the loudness or the softness
of the voice.

- Your voice should always project
but need not always be loud.

- If the place you are speaking in is
large and open, the volume should
be high and if the place is small,
the volume should be low. If your
volume is too high, you may
sound ^{rough - brash} and insensitive,
whereas if it is too low you may
convey an impression of timidity,
which has ^{no place} in the
business world.

- It also gives the impression that
you are not well prepared and
lack of the confidence to express
yourself.

pace / Rate

- Pace / Rate is the number of words which you speak per minute.

- It varies (changes) from person to person and may go to 250 words per minute. Eighty - The Hundred Fifth

- The normal rate/pace is from 120 to 150 words per minute.

- If a person speaks too slowly and monotonously (lacking in variety), he/she is most likely to be considered a dull speaker even though the content of his/her speech may be highly interesting. Similarly, a fast speaker also causes discomfort because the listeners do not get time to grasp the thoughts and switch freely onto thoughts to another.

- Under these circumstances, listeners may just stop listening to you and their attention may go astray (distracted) away from the correct path.

- It is best, therefore, to vary your speaking pace, use pauses to create emphasis.

- A well-paced, varied message suggests enthusiasm and confidence of audience.

pitch

- pitch refers to the number of vibrations per second of your voice.

- The rise and fall of the voice conveys various emotions! Thank You! is such a phrase.

- You can find out the difference when you utter it indifferently and when you say it with sincerity.

- flatness of pitch can indicate sadness, shock or dullness etc.

- If you are excited, joyous and even angry, then your pitch automatically becomes high.

- A well-balanced pitch results in a clear and effective tone. It helps you avoid being monotonous.

- Use a variety of pitches to hold your listeners' attention. Avoid raising the pitch of your voice as you end a sentence.

Articulation means speaking out all the sounds distinctly.

2 Articulation

Speakers should be careful not to skip or omit sounds between words or sentences.

If all the sounds sounds are not uttered properly, the flow of understanding gets interrupted and alters ^{discourages} the listeners from grasping the meaning of the message. The result is similar to the negative impression that writer creates.

Lazy articulation or skipping words will lower the credibility of the speaker.

The young audience will never understand 'I do not know' and 'I want to go' than 'I dunno' and 'I nannago'.

or pronunciation /prəˌnʌnsɪˈleɪʃn/

If articulation means speaking out all the sound distinctly, then pronunciation requires us to speak our sounds in a way that is generally accepted.

The best way is to follow British Received Pronunciation (RP).

- one should be careful enough to pronounce individual sounds along with word stress according to State set norms.
- Don't be taken in by the fancy that you know the correct pronunciation of all the words.
- whenever there is confusion always consult a good dictionary and try to pronounce it accordingly.
- Given below are few commonly mispronounced words along with their correct pronunciation.

| | |
|-------------------------|-----------------------|
| 1) Word : common errors | Correct pronunciation |
| gesture | ges-ture |
| love | luv |

[AVI] 00

luv

* Voice Modulation.

- Voice Modulation pertains to the way we regulate to adjust the tone, pitch and volume of the sound of speaking voice.

- Modulation of voice brings flexibility to your voice and you can express emotions, sentiments like impatience, carelessness etc.

such
boundaries
existing

- If you do not pay special attention to the modulation of your voice, then your voice becomes flat (command) and you emerge as a languid (askew) speaker with (no command over your voice. (hangover))

- Word stress and sentence stress also play an important role in voice modulation.

Ex:

This company produces 50 cars everyday. You can stress 'this' and '50' cars; you can effectively bring in modulation in your voice.

- If you are professional pres.

During time of presentation, it is better to initially underline the words that you may like to stress during your presentation. This will help you to avoid sounding dull and monotonous.

- Pausas

- A pause is a short silence flanked by words.

- It helps you glide from one thought to another one. make more attractive.

- It embellishes (embellish) your speech because it is a natural process

- It embellishes your speech because it is a natural process to give a break.
- Be spontaneous. If you become too self-conscious, this process becomes artificial.
- A pause helps not only the listener but the speaker as well.
- Pauses automatically come in between the major points of your speech. Do not prolong the pauses unnecessarily as they will hinder the flow of your speech. To obstruct
- Vocalized pauses such as hm, oh, aah should be substituted by silent pauses. Use or add in [] These vocalized pauses make the speech sound unnatural.
- If you keep inserting repetitive phrases such as 'I mean', 'well', 'oh', 'actually' etc. then these phrases sweep away the good expression you have created.
- Use pauses thoughtfully, which indicate assurance, confidence, and self-control.

⇒ What is interpersonal comm.
(comm. with others).

- The interpersonal comm. is very important as it involves other interactions in personal lives or professional lives including the organizational communication.
- The comm. that takes place between individuals related to an organization like employees, suppliers, clients, business associates etc... plays an important role in deciding the course of action and ultimately the success of an organization.
- The interpersonal comm. seems to be simple as we communicate with others daily, but in fact it is complicated due to the involvement of two or more unique individuals.
- There are many barriers to interpersonal comm. like noise in the environment, varied perceptions, different backgrounds, psychological barriers etc. which makes it ineffective.

= Key components of interpersonal comm.

- 1) Self-concept
- 2) Clarity of Expression
- 3) Interpersonal relationship with organization
- 4) Listening

Intercultural communication.

- Today many people have been moving within and outside the country to pursue their goals.
Also many organizations have started started businesses across the globe.
- This provides them the need to communicate with people with different culture.
- The way people communicate with each other depends very strongly on the culture of that place.
- In addition, the knowledge of local language becomes a necessity in order to be successful in that place.