

Electronic mail or email is a means of sending messages, text, and computer files between computers via the internet.

Features of email

The many different features of email include:

- automatic reply to messages
- auto-forward and redirection of messages
- facility to send copies of a message to many people
- automatic filing and retrieval of messages
- addresses can be stored in an address book and retrieved instantly
- notification if a message cannot be delivered
- emails are automatically date and time stamped
- signatures can be attached
- files, graphics or sound can be sent as attachments, often in compressed formats
- webmail and mobile email can be used to receive and send messages while on the move

here are times when phone and face-to-face conversations are more efficient and productive, but in most cases, email is a near-perfect medium for communication--as long as it's used correctly. Here are the seven qualities of a successful email.

1. Concise. Emails are not the place to ramble. Since emails can transmit virtually unlimited amounts of information, it's easy to go on tangents or try to include every bit of information you can in one single email. This is usually not the best approach. Instead, it's better to focus on making your emails as concise as possible; in other words, it's better to put as much information into as few words as possible.

You can do this by cutting out the fluff. Unlike phone calls, you don't have to spend time making small talk or introducing the problem. Instead, you can immediately begin by presenting the most relevant information. After you draft your email, go through and eliminate any sentences (or individual words) that are unnecessary.

2. Intention-focused. Speaking of goals, your email should have one. If your email doesn't have a central intention, such as "to summarize the meeting and recap next steps," you shouldn't be sending one. Everything in your email

needs to feed that central intention, and that central intention should be clear to everyone reading it.

In order to make your central intention evident, you need an effective, direct subject line. Writing one can be difficult, especially for long emails that need to cover a lot of ground, but without an immediate and clear subject line, your email could be overlooked or hard to find after a certain amount of time passes. Include information such as the client, the topic, or the due date (for a specific action item). Never use a subject line to write body copy.

3. Summarizing. Your email should have some sort of summary to start things off, unless it's a response to an email thread already in progress. In this summary, you should capture all the items covered to date (whether those items were all covered in a recent meeting, or over the course of the last several weeks). This will get everybody reading the email up to speed on background information before you delve into the matter at hand.

Remember, there's a difference between summarizing and reiterating. You aren't necessarily aiming to repeat all the information that has been covered to date. Instead, you are trying to convey the most important elements of that information in as little space as possible.

4. Well-organized. Your email needs to be organized logically. There is no single format that applies to every email, but every email needs to be well thought-out. Start your email by addressing your audience and move into a subject. Your subject can be split in any number of ways. For example, you could separate your sections chronologically by starting with a recap of previous meetings, moving into a general summary, and ending with a list of action items. Or, you could opt to segment your email in terms of individual participants, calling out each individual's responsibilities in one group email. No matter how you choose to organize your email, your organization should be instantly recognizable to anyone reading your email for the first time. Keep all relevant subject matter confined to its section in your email, with no spillover.

5. Visually scannable. This is especially important, with attention spans at all-time lows and inbox counts reaching all-time highs. Even if your intended audience needs to read your email in full the first time around, your email should be visually "scannable" for repeat reads. Don't make your paragraphs too long (creating the dreaded wall-of-text), and try to make certain sections of content pop out with different formatting. For example, bullet points are an extremely effective way to organize and present a dedicated list because they

can be read quickly and easily. They stand out from the rest of the email and can be tackled one at a time.

You can also use formatting tricks like bolding to call out specific names or important dates, and if you want to get fancy, you can color-code your email to correspond with different relevant parties. The goal is to design your email to be referenced easily at a glance.

6. Polite and tone-appropriate. Emails do have one potential drawback. Because they are written, and not expressed with the wide range of vocal tones and body language gestures we're used to in interpersonal communication, they are prone to tonal misinterpretation. That means you have to be extra careful to make sure your words are taken correctly and appropriately by the receiving party.

First, make sure you're writing in a tone that's appropriate for your audience. If you are emailing a new client with conservative values, it's best to address them formally as Mr./Mrs./Ms. rather than with a "Hey Bob!" On the other hand, if you're emailing a coworker about a project you're collaborating on, don't come off too stiff by using short, unfriendly sentences.

Second, be cordial, but straightforward. Emails aren't the best place to make sarcastic or tongue-in-cheek jokes, even if the tone would allow it. Assume your reader is going to take everything literally.

7. Clear on action. The best emails have a clear action plan. If there isn't any action required by any of your readers, you probably didn't need to send an email in the first place. Especially in longer emails, it's easy for action items to get lost. Some email writers might casually mention them, buried in a sentence in the middle of the body, while others wouldn't call them out at all, assuming the action items are implied.

Instead, make all action items clear. Make a list of each action item, as well as the party responsible for carrying that action item out and an expected date of completion (where relevant). Your readers will instantly know what is expected of them, and better yet, you'll have a historical point you can reference in the future to hold those parties accountable.

If you can start writing emails with all seven of these important qualities, you'll improve the coherence and practicality of your emails. As a result, your coworkers and clients will be happier, your productivity will skyrocket, and you'll never again have to worry about that never-ending back-and-forth of questions and responses.

Gender-neutral language or **gender-inclusive language** is **language** that avoids bias towards a particular sex or social **gender**. ... Some terms, such as chairman, that contain the component -man but have traditionally been used to refer to persons regardless of sex are now seen by some as **gender-specific**.

The English language has features, like others such as Spanish or French, that as previously mentioned reflect an archaic society in which women did not have the same rights as men and were not allowed to work in certain professions.

Below we have listed a few examples that show traces of a less progressive society:

- Many words contain the suffix *man*, yet refer to both male and female genders: *chairman*, *councilman*, *policeman* etc.
- Some words are formed by adding a morpheme of feminine gender to masculine gendered nouns: *prince* ⇨ *princess*, *host* ⇨ *hostess*, *god* ⇨ *goddess*, *hero* ⇨ *heroine*.
- 'Mr.' refers to a man and whilst 'Mrs.' and 'Miss' refer to a woman, they also make her marital status public. The alternative is to use 'Ms.'

By using gendered terms and masculine forms by default in English, we end up differentiating genders and implying that one social gender is the norm.

Why Gender-Neutral language matters

With growing awareness, people are embracing gender-neutral language.

According to the Gender-Neutral Language Guidelines in the European Parliament, "Gender-neutral language is a generic term covering the use of non-sexist language."

Why is it important? Gender-neutral language matters because, not only does it include all individuals and collectives, avoiding discriminatory words, but it also promotes social change and contributes to achieving gender equality.

As language reflects and influences attitudes, if we want to treat all genders equally we need to first change the way we speak.

Alternatives we can use

Below are some examples of gendered nouns and alternatives we can use below.

Gendered noun

Mankind

Chairman

Policeman

Fireman

Sir (“Dear Sir,”)

Freshman

Congressmen

Gender-neutral noun

Humankind

Chair

Police officer

Fire fighter

To Whom it May Concern

First-year student

Members of Congress

We also need to avoid expressions that reinforce gender stereotypes like “she runs like a girl” or “men don’t understand”.

It may feel like we have a long way to go, but by making these small changes, we can pave the way to living in a more just and equal world for everybody.

Enquiry Letter

Inquiry Letter is a letter written to request information and/or ascertain its authenticity. A letter of inquiry deals with various matters like JOB vacancies, funding, grants, scholarships, projects, sales, pre-proposals and others. The term is common in various business setups as it implies fund request or pre-

proposal information. Owing to this usage, the term may be considered exclusive to these setups alone. But that is not the case, to this effect the below definition offers a justified meaning.

2. Complaint letter

A letter of complaint, or complaint letter, is normally written to deal with a problem situation when other attempts (i.e. phone contacts, e-mails, etc.) have failed to rectify the situation. The complaint letter formalizes a problem situation by putting it into writing and is usually the last RESORT to try to get a situation resolved

Meaning of Informal Communication:

‘Informal Communication’ is the communication among the people of an organisation not on the basis of formal relationship in the organisational structure but on the basis of informal relations and understanding.

It may overlap routes, levels or positions. Informal communication creates a situation where the different workers communicate with each other, work side by side, hour after hour and day after day irrespective of their formal positions and relationships.

Importance of Informal or Grapevine Communication:

Informal or Grapevine communication is an indispensable part of entire communication system. Formal communication is compared to arteries of a living being, whereas, grapevine or informal communication are like veins. The later is a supplement to the former. Where formal communication fails to operate, grapevine or informal communication is used.

Sometimes, grapevine communication is more effective than the formal communication. In fact, it carries more information than formal

communication. Not only is a large volume of information, important and vital information also conveyed through it.

In an organisation small groups of people work together. It is quite natural that they will become interested about each other and want to know various information regarding each other's service condition, salary, facilities available, appointment, retirement, transfer, punishment, etc.

They will also be interested to know any private, secret and confidential information which includes any romantic affair, family disputes, marriage, birth of a child, examination results of their children, special treatment or favour by boss to any member and so on.

The employees generally exchange their views with their peers openly during lunch break or at an interval and get emotional relief from monotony and stress. Thus, the informal or grapevine communication promotes social relationship among the participants. It helps to build up unity, integrity and solidarity among them and boosts up their morale.

Grapevine or informal communication is faster than the formal communication. Being oral in nature, it has little or no cost and can reach maximum number of people irrespective of their positions within a very short time.

Since there is no official procedure and formalities it is not binding and compelling, rather it is flexible and spontaneous. The managers can get feedback from their subordinates quickly on the plan and policies

through grapevine. New ideas, suggestions, opinions may come out as people can express their feelings without fear.

Characteristics of Informal Communication:

The informal communication has the following characteristics:

- i. It is based on informal relationship;
- ii. It grows spontaneously;
- iii. It takes the form of gossip;
- iv. It is conveyed through conversation, facial expression, body movement, silence, etc.;
- v. It does not follow any structured route or channel;
- vi. Small groups are formed with like-minded people in such communication:
- vii. It is direct and fast;
- viii. It is flexible and dynamic in nature.

Advantages of Informal or Grapevine Communication

The advantages of informal communication are pointed out below:

- i. Informal communication, being unofficial and personal, promotes a social relationship among the participants;
- ii. Flow of information is fast and is suitable for emergencies;

- iii. New ideas, suggestions, opinions may come out through such communication as people can express their feelings without fear;
- iv. It can create an atmosphere congenial for work as the relationship between the managers and the employees improves;
- v. The managers can collect information regarding reaction of the workers, attitude of the employees of other departments, intention of peer officers through such communication. It is not possible in the case of formal communication. Thus, informal communication supplements the formal communication to fulfill the objective of the organisation;
- vi. Sharing of information in a free atmosphere makes the picture clear, bringing out the hidden dimension of the management, if any. It puts an end to misunderstanding and suspicion;
- vii. It is an outlet of expression of complaints, dis-likings, grievances, etc.

Nonverbal communication encompasses numerous modes of expression. Physical examples include posture, gestures, eye contact, touch, physiological responses (such as clammy hands or a sweaty brow) and manner of movement. Clothing and adornment choices can also be a form of nonverbal communication.

Because business often involves frequent human interaction, understanding the elements of nonverbal communication can be an enormous benefit in terms of working with colleagues, competitors, clients and potential clients.

Importance of Nonverbal Communication

Knowledge of nonverbal communication in business plays two roles. Managers use nonverbal communication to effectively lead other employees and team members. And team members in the business, whether they realize it or not, use nonverbal cues to

communicate information to individuals outside the business, whether they're clients, competitors or colleagues in a complementary industry.

Nonverbal Effects

In business, nonverbal communication can affirm or belie the words actually being spoken. Communication can be hindered when nonverbal cues seem to contradict what's being said. When verbal and nonverbal communication messages act in concert, information is communicated more effectively.

Nonverbal communication in business occurs on a daily basis. Cooperating people tend to sit side by side, while competitors will frequently face one another. Crossed legs or folded arms during a business meeting may signify relaxation or resistance to the ideas being presented. Eye contact with a speaker during a business meeting communicates interest, and a manager in a company may maintain eye contact longer than a subordinate employee does.

Tactile communication can help or hinder business interactions. A firm handshake might be interpreted as confidence, while other physical touches, such as a lingering touch on the shoulder, might be seen as invasive of personal space.

Advantages of Nonverbal Communication

Business owners can gain from learning about nonverbal communication and its potential benefits. The importance of nonverbal communication in business lies in that it can increase the opportunity to interact with colleagues, competitors, clients and potential clients through avenues outside of explicit word choice. Posture, vocal tone and eye contact can deliver subtle messages that reinforce what's being said to convey consistency and trustworthiness.

Another benefit is that nonverbal communication can help demonstrate confidence, enthusiasm and professionalism through attire choice, active listening cues and the ability to present a message, according to [Thunder Tech](#). Nonverbal communication can play a special role in international business settings, where even with the aid of translators there may be a natural wariness about the accuracy of intentions, details or offers revealed.

Nonverbal Business Approaches

Record yourself ahead of time and listen to the sound of your voice. Your tone, while being applied during verbal communication, is another form of nonverbal communication, according to [Inc.](#) Practice beneficial nonverbal communication through effective eye contact while giving a presentation to large groups of people by alternating various approaches. Scan the audience, make eye contact with different areas of the audience or make four- to five-second eye contact with individual

audience members. Rather than standing in one spot during the presentation, stroll around the stage naturally.

BASIS FOR COMPARISON	MEMO	LETTER
Meaning	Memo refers to a short message, written in an informal tone for interoffice circulation of the information.	Letter are a type of verbal communication, that contains a compressed message, conveyed to the party external to the business.
Nature	Informal and Concise	Formal and informative
Exchanged between	Departments, units or superior-subordinate within the organization.	Two business houses or between the company and client.
Length	Short	Comparatively long
Signature	Signature is not required in a memo.	A letter is duly signed by the sender.
Communication	One to many	One to one
Content	Use of technical jargon and personal pronoun is allowed.	Simple words are used and written in third person.

Body language is the unspoken element of communication that we use to reveal our true feelings and emotions.

It's the relaxed facial expression that breaks out into a genuine smile – with mouth upturned and eyes wrinkled. It can be a tilt of the head that shows

you're listening, sitting or standing upright to convey interest, or directing attention with hand gestures. It can also be taking care to avoid a defensive, arms-crossed posture, or restlessly tapping your feet.

1. Facial Expressions – **Eyes**

Having a good eye contact can be positive showing interest, affection or attraction for the other person. It is also necessary for maintaining the flow in the conversation. If eye contact is not maintained properly it can mean the opposite. If you look into the eyes for a long time it can make people feel uncomfortable or even convey that you are lying.

2. Facial Expressions – **Eyebrows**

Raising eyebrows means the person is astonished. It can also sometimes mean disapproval. It depends on the situation. If someone has raised their eyebrows can also mean the person is expecting an answer.

3. Vocal

Tone, volume and pace of speech also can be a great indication. The emphasis on the words can change the message conveyed.

You can try this exercise and see the difference it can make.

Emphasize on the bold letters –

- I didn't say you borrowed my pen.
- I **didn't** say you borrowed my pen.
- I didn't **say** you borrowed my pen.
- I didn't say **you** borrowed my pen.
- I didn't say you **borrowed** my pen.
- I didn't say you borrowed **my** pen.
- I didn't say you borrowed my **pen**.

The same sentence can convey different meanings in spite of having the same words.

4. Mirroring

If someone mirrors your body language it means the other person is convinced by what you are telling. The neurons cause mirroring. If someone smiles, you eventually smile back saying you feel the same. This mirroring can also be with gestures, tone of voice and even body angles. It's a subconscious response by a person.

5. Body Posture

1. The seating position also says a lot about your personality type. You are sitting erect (showing self-confidence), crossing your legs (insecure), crossing ankles (secure), sitting in the centre of the couch (confident), crossing arms (angry), sitting cross-legged (comfortable), keeping hands on your lap (closed-minded), kneel (aggressive), crossing wrist (insecure), leaning back on your palm (judgement).

6. Gestures: (Posture, position and movement).

Communication starts way before you utter the first word. The first thing that one can notice is the posture. Always stand facing the other person. Showing your back shows disrespect. The position of where you are standing in a room also depicts a lot. If you are beside the window or at the corners rather than the centre of the room shows you are not interested in the other person. Some bad positions are Hands in pockets, Hands on your hips (shows being over powerful).

So how exactly should one stand?

A normal posture is just like keeping your hands relaxed. The other person can store in the memory twice of what you are communicating if you use gestures. Hand and arm movement are the biggest movements the audience can see.

There are three types of hand movements: **Give, show and chop**

- The **Give** gesture shows options (Keeping your hands open),
- **Show** is just like showcasing
- **Chop** gesture (Just like we chop vegetables in the same manner if we keep our hands) shows a stronger opinion either by using it with one hand or both the hands. Your hand movements and communication should link. Eg: If you are saying the inflation is increasing and taking hand in downwards direction.

7. Palm movements

According to a survey if you keep your palm up 84% percent of the people comply. If you keep your palm down 52% percent of the people agree and if it is pointing only 28% of the people comply. Using finger shows arrogance.

8. Handshakes

Handshakes depict a lot about a person. If one person handshakes hard (dominating or powerful or competitive), light handshake (not interested), Rushed handshake (unconcerned), Lingering handshake (desperation), Intense glare handshake (aggression). The perfect handshake is the one with normal eye contact and touching the other person's palm with their thumb around your palm.

Understanding body language can help you to be aware of the situation and also take control. What to do if the audience shows a dull response? Looking at the watch, just nodding, sleeping, playing on the phone. It's important to engage with the audience by using good body language, eye movement or using humor or just by asking a random question.

Some tips to improvise: engage the conversation by nodding, smile, practice a good handshake, maintain good eye contact and don't forget to dress amazingly.

If we don't concentrate on what our body is doing all people do is pay attention to your body language. One can use body language to their advantage if known properly.

So, what should one do after reading this article? Go in front of the mirror observe your posture, recall your body movement while communicating. Appreciate the good movements, accept the flaws and improvise it and then get ready for an amazing impression of yours in front of the world.

IMPORTANCE OF BODY LANGUAGE

1. **Increase Self- Confidence**
2. **Raising Self Esteem**

3. **Being the charm**
4. **Attract the audience**
5. **Be successful in different aspect of life**
6. **Workplace and relationship success**
7. **Public Speaking**

Different Uses for PowerPoint

There are a lot of effective uses of PowerPoint for play and work. Thus, you can create a PowerPoint presentation for just about any juncture. The Different Uses for PowerPoint are confined only by the imagination; take a look at some of them:

Use PowerPoint to Make Tutorials

For the purpose of training or educational contexts, PowerPoint can be easily used to create worksheets and tutorials. Further on, the simple vocabulary worksheet may use clip art of different objects for scholars to do the labeling with their names. The tutorials can also be given to individual students when they are printed onto paper.

Use PowerPoint Presentations as a Digital Portfolio

If an artist or designer wants to create a polished electronic portfolio, then with the help of PowerPoint, they can showcase their work by making slides which includes multiple graphics and visual image. Not just this, an electronic portfolio can also be sent via email which gives you a lot of convenience as well. There are some alternatives to publish your portfolio online like Behance, as a simple web page using HTML/CSS and Javascript or even [SlideOnline.com](https://www.slideonline.com/) if you have your portfolio in a PowerPoint presentations.

Prepare nice Animations using PowerPoint

No doubt, PowerPoint being a valuable tool enables you adding music, sound and effects to your animation. Therefore, you can simply use PowerPoint to make interesting and unique animations. You can also animate elements from the clip art library or from your own drawings. You can download free animations for PowerPoint as animated templates or purchase a good [animation background for PowerPoint](#) from any subscription-based service like [PresenterMedia](#).

Use PowerPoint as a Photo Slide Show

By using PowerPoint, you can create photo slide shows or [digital album](#) for personal promotional uses. For instance, you can create a touching tribute to your family member or can also make a fun Presentation featuring childhood photos of newly wedded couple during their wedding reception.

You can read more articles on [Organizing a Presentation](#).

The above mentioned are just some of the uses for PowerPoint. By doing a research on web, you may discover more enticing uses for Microsoft PowerPoint. Henceforth, now you can make a Presentation as per your experience and skills and can take full advantage of your own expertise. You can discover other uses of PowerPoint including those related to educational presentations,

games for education purposes in the school or even professional PowerPoint presentations to strike a deal or an important business.

USE OF HUMOUR AND COURTESY IN PRESENTATION

It creates a bond with the audience

A speaker who uses humour well comes across as more human, more likeable. This puts an audience at ease and makes people more receptive to your ideas. As British comedian John Cleese has said, “If I can get you to laugh with me, you like me better, which makes you more open to my ideas.”

It energizes people and keeps them engaged

When we laugh, there is a lot that goes on inside our body. Our heart rate increases and that keeps us stimulated and alert.

It can provide emotional relief for the audience

Many talks are serious and many talks are emotionally challenging for an audience. Well-placed humour can give your audience some much-needed relief in an otherwise serious talk.

It helps the audience remember your points

Laughter has been shown to improve memory and cognitive function. This helps the audience remember your ideas.

It leaves the audience with a good impression of the speaker

American poet, Maya Angelou, said, “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

BASIS FOR COMPARISON	FORMAL LETTER	INFORMAL LETTER
Meaning	A formal letter is a letter, written in formal language, in the	A letter written in an friendly manner, to someone you are familiar

BASIS FOR COMPARISON	FORMAL LETTER	INFORMAL LETTER
	stipulated format, for official purpose.	with, is called informal letter.
Objective	Professional Communication	Personal Communication
Format	Written in prescribed format only.	No prescribed format.
Written in	First person - Business letters, third person - others.	First, second or third person.
Written to	Business, college/institute, employer, organizations, etc.	Friends, family, acquaintances etc.
Voice	Passive	Active
Sentences	Long and complex	Short and simple
Size	Concise	Large or concise
Contractions and Abbreviations	Avoided	Used
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