



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

DIPLOMA IN MANAGEMENT (DIM)

DIM -08

Business Communication and Soft Skill

Block

3

Body Language and Etiquettes

Unit – 1

Body Language and Business Etiquettes



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DIPLOMA IN MANAGEMENT

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Unit – 1

Body Language and Business Etiquettes

Learning Objectives

After completion of the unit, you should be able to:

- Explain the meaning and definition of Body Language.
- Understand the Important Features of Body Language.
- Describe various types of Etiquettes and its requirements.
- Know the importance and relevance of Business Etiquettes.

Structure

- 1.1 Introduction
- 1.2 Definitions
- 1.3 Important Features of Body Language
- 1.4 Examples of Body Language
- 1.5 Concept and Definition of Etiquette
- 1.6 Need for Etiquettes
- 1.7 Types of Etiquettes
 - 1.7.1 Business Etiquettes
 - 1.7.2 Dress Code/ Clothing Etiquettes
 - 1.7.3 Telephone Etiquettes
 - 1.7.4 Interview Etiquettes
 - 1.7.5 Meeting Etiquettes
- 1.8 Let's Sum-up
- 1.9 Key Terms
- 1.10 Self Assessment Questions
- 1.11 Further Readings
- 1.12 Model Questions



1.1 Introduction

Our state of mind is expressed in our body language. For example, if we doubt something we hear, we raise an eyebrow. If we feel puzzled, we scratch our nose. We cross our arms to isolate or protect ourselves. We shrug our shoulders to express indifference. We wink as a sign of intimacy. If we are impatient, we drum our fingers. We strike our forehead with our hand when we have forgotten something. We rock when we feel anxious, and we sway backwards and forwards on our feet when we are in a situation of conflict. An inexperienced speaker in an auditorium expresses his anxiety by moving from one side to another, staring at the ceiling, walking round in circles, or rubbing his hands together.

It is interesting to note that a vast majority of us communicate several messages without using speech quite often. When you are offered a cup of coffee you not only say: 'No, Thank you', but, also shake your head or cross your hands. When someone attempts to touch you for a penny, you indicate your denial through words as well as shaking your palm. When someone is in difficulty, he wrings (twists) his hands in frustration. The study of body movements is also known as Kinesis. Body language is so important that a description of it has entered our spoken language. You say that someone blinked to mean that he was confused; someone was bleary eyed to mean that he was not focusing and someone kept his fingers crossed to mean that he was eagerly anticipating and so on and so forth. Our language itself has several such expressions recognising body language. Communication experts point out that only a small percentage of communication is verbal whereas a large percentage is through body language.

If you are aware of what you do with your body, your self-understanding becomes deeper and more meaningful. Once you manage to control your body language, you will be able to cross many defensive barriers and establish better relationships.

1.2 Definitions

Body language is a powerful communicator. A large percentage of what we deliver is derived from our speech tones, our gestures, movements, mannerisms, expressions and idiosyncrasies. It is without doubt the stronger communicator, with so much emphasis being placed on how statements and stories are delivered rather than relying on actual words to get our statements across.

Body language is a type of nonverbal communication that relies on body movements (such as gestures, posture, and facial expressions) to convey messages.

The gestures, postures, and facial expressions by which a person manifests various physical, mental, or emotional states and communicates nonverbally with others.



1.3 Important Features of Body Language

Posture

The way a person stands or sits is his posture. It is good to adopt a flexible erect posture rather than a stiff or slouching posture. An erect posture reveals confidence and poise. Drooping shoulders, sagging in the seat, etc., reveal a feeling of depression and lack of interest.

Head Motion

In oral communication, the movement of the head plays an important role. No one is expected to keep on shaking his head, but appropriate nods and shakes of the head enhance the level of communication.



Facial Expression

Face is the index of the mind. We say, 'she put on a long face' to mean that she was not in the best of her moods. However much one tries, his hidden feeling of anger, fear, confusion, uncertainty, enthusiasm and joy will get revealed by the facial expression. Sometimes, the words that you utter may be contradicted by your facial expression. A teacher might ask the student if he understood the idea, but he should not wait for an answer. A lack-luster bewildered facial expression would reveal that the student has not grasped anything.

Eye Contact

In an oral communication context, the speaker and listener should not only face each other but also maintain correct eye contact. If someone avoids direct eye contact, he is suspected to be sly or cunning. In eastern countries, subordinates or younger people may avoid direct eye contact out of respect or deference, but it will be misunderstood in an international context. The Tamil poet Subramanya Bharathi has praised upright bearing and straight eye contact.

Gestures

Movement of hands and fingers enhance communication. But, gestures are culture specific. A clenched fist may mean emphasis for an American but disrespect for an Indian. A thumb up sign, a movement of the index finger communicates messages effectively. Continuous gestures should be avoided. Non-verbal communication in short, adds, subtracts and amends our message.



In an oral communication context, all the above features of body language play an important role. If you expect to communicate in a relaxed atmosphere, you have to kill and destroy the stiffness with appropriate components of body language. Though gestures are culture specific some of them have become universal cutting across cultural boundaries. They have become emblematic. A “V” sign with index finger and central finger stands for victory. A thumbs up sign stands for hitchhiking. A wave of the arm is for a ‘hello’ or a good-bye. Emblems directly stand for a verbal message. Certain gestures are illustrators for they illustrate a point. An arm can be used to draw a circle. The index finger shown with a little shake stands to emphasise a point as an illustrator.

Certain gestures made unconsciously will reveal the mental state of the speaker. Anger, fear, nervousness etc., are often revealed by fidgeting, shifting of legs etc., Twisting the shirt button or cuff-links, rubbing the neck-tie, scratching the cheek, nose, stroking the chin are some of the innumerable unconsciously acquired gestures. If overdone, they may degenerate to the level of mannerisms. One has to avoid the habit of over-gesturing in oral communication.

Body language can be studied elaborately under kinesics which makes a scientific and analytic study of the subject. Oral communication takes place in face to face or one to one situation or when a speaker addresses an audience. The audience may be small as in a group discussion or large in the case of some business meetings. In all these situations, body language plays an important role.

Paralanguage

In oral communication situations paralanguage plays an important role while speaking or listening. The speaker or listener makes use of sounds like ‘Hmm’ – ‘ha’, or clicks his tongue or chuckles. These sounds though do not have a semantic value (meaning), are in fact important prompters in maintaining an unbroken communication chain. They are effective tools of listening. Empathetic listening (ability to imagine and share another person’s feelings, etc.) is characterised by the use of para-language. Our speech is affected by the volume of our voice, the speed of articulation and such sounds made by clicking of our tongue, chuckling, etc. We come across people whose voices quiver when excited. Some others raise the decibel level of their voice. These are people who shriek or shout when provoked. All these lead to an evaluation of the personality of the communicator.

Voice and Tone

It is possible to communicate an unpleasant information pleasantly or good news badly. When you tell someone, ‘you have done a great job’, it is your statement and the tone together show the receiver whether you are



complimenting him or ridiculing him. A complimentary tone is distinctly different from a sarcastic tone.

Space

In oral communication situations, the space between the speaker and the listener is important. Americans consider that a person who comes very close to him while speaking, say, less than two feet is invading into his privacy. Only in intimate and personal situations can people move closer than a foot and a half. To us, who are used to overcrowded public transport system, the American practice of maintaining space in the elevator will be rather surprising whereas to him our invasion of his personal space revolting.

Silence

In oral communication situations, silence plays an important role. People quite often talk about “eloquent silence”. Yes, silence can send communication signals. Silence in a particular situation may mean acceptance, agreement and in certain others indifference, apathy or even anger.

Listening – a Proactive Skill

In oral communication situations, listening plays an important role. Listening is different from hearing. One can hear all noises and sounds and yet could be a poor listener. Listening is hearing attentively and responding appropriately. Only a good listener can become a good speaker. Attentiveness begins with the posture a listener adopts while he is listening. If a person inclines towards the speaker, it means that the speaker is not clear either in the message or in his articulation. If the listener tilts his head backwards, it shows that he is indifferent. A Good listener is proactive. He is, as they usually say, “all ears”. He responds appropriately using paralanguage. He says, Hmm—yeah—yes—come on now and then. He asks questions and verifies facts. A listener’s role in an oral communication situation is as important as a speaker’s role.

Listening in communication has several beneficial results. Good listening leads to getting useful and updated information. Good listening creates a better understanding and rapport between the speaker and listener. Good listening leads to better decisions. Good listening provides the best feed back to the speaker.

1.4 Examples of Body Language

(The Art of Translating Body Language into Action)



Following are some examples of body language, and what each example communicates to other people:

- Arms crossed over the chest. This example of body language can indicate that a person is being defensive. It can also demonstrate that the individual with crossed arms disagrees with the opinions or actions of other individuals with whom they are communicating.
- Nail biting. Nail biting is a type of habit than can demonstrate stress, nervousness, or insecurity. Oftentimes people bite their nails without even realizing it.
- Hand placed on the cheek. This example of body language can indicate that a person is lost in thought, or is considering something. Sometimes when the hand is on the cheek, it is accompanied by a furrowed brow, which further demonstrates deep concentration.
- Tapping or drumming the fingers. Finger-tapping demonstrates that a person is growing impatient or tired of waiting.
- Head tilted to one side. A tilted head demonstrates that a person is listening keenly, or is interested in what is being communicated.
- Touching the nose. When someone touches or rubs their nose, it can signify a number of things: it can be a signal of disbelief or rejection, or it can also demonstrate that an individual is being untruthful about what they are saying.
- Rubbing the hands together briskly. This can show that a person's hands are cold. It is also a way of communicating that an individual is excited for something, or is waiting in anticipation.
- Placing the tips of the fingers together. "Steepling" of the fingers, or placing the tips of them together, is a demonstration of control and authority. This type of body language can be used by bosses or authority figures to subtly demonstrate that they are running things.
- Palms open, facing upward. An open palm is a sign of openness and honesty. It can be a show of submission – in older days when many people carried weapons, this was used to show that they were not holding one – or of sincerity and innocence. Some people open their palms during worship at church as a sign of submission and respect.
- Head in hands. Yet another example of body language that might mean a number of things, the head in hands move can demonstrate boredom, or it might show that a person is upset or ashamed and does not want to show their face.



- Locked ankles. When the ankles are locked together, either while standing or seated, it can communicate nervousness or apprehension.
- Standing up straight, shoulders back. This position shows that a person is feeling confident of him or herself, and is often accompanied with walking at a brisk stride.
- Stroking of the beard or chin. When one strokes the chin, he or she is communicating deep thought. Such a motion is often used unintentionally when an individual is trying to come to a decision about a matter.
- Pulling of the ear. People often pull the lobes of one of their ears when they are attempting to make a decision, but remain indecisive. This motion demonstrates the inability to come to a conclusion.

Each of these examples of body language clearly communicates a message even without saying a word. Now that you know about these examples, you can be on the lookout for people using body language in your every day interactions.

1.5 Concept and Definition of Etiquette

Most of the etiquette experts agree that proper etiquette begins by showing respect for others, being honest and trustworthy, putting others at ease, and showing kindness and courtesy to others. Only after that should you focus on the details of specific situations.

The word "etiquette" comes from the French word "estique," meaning to attach or stick. The noun "etiquette" describes the requirements of behaviors according to conventions of society.

It includes the proper conduct that is established by a community for various occasions, including ceremonies, court, formal events and everyday life.

The short definition at Merriam-Webster.com is *"the rules indicating the proper and polite way to behave."* The full definition is *"the conduct or procedure required by good breeding or prescribed by authority to be observed in social or official life."*

Etiquette is a set of customs and rules for polite behaviour, especially among a particular class of people or in a particular profession.

Etiquette includes a wide range of behaviors, including kindness, consideration, elegance, style, and decorum. Here are some quick tips to help you with the social graces:

- Ask yourself if the behaviour is kind or generous before engaging in the act.



- Make sure you are putting others first without putting yourself down.
- Practice good etiquette so that it comes naturally and from the heart.
- Since etiquette varies from one society to another and periodically changes, continue to learn the new rules and follow them.

1.6 Need for Etiquettes

- Etiquette makes you a cultured individual who leaves his mark wherever he goes.
- Etiquette teaches you the way to talk, walk and most importantly behave in the society.
- Etiquette is essential for an everlasting first impression. The way you interact with your superiors, parents, fellow workers, friends speak a lot about your personality and up- bringing.
- Etiquette enables the individuals to earn respect and appreciation in the society. No one would feel like talking to a person who does not know how to speak or behave in the society. Etiquette inculcates a feeling of trust and loyalty in the individuals. One becomes more responsible and mature. Etiquette helps individuals to value relationships.

1.7 Types of Etiquettes

1. **Social Etiquette-** Social etiquette is important for an individual as it teaches him how to behave within the society in just and appropriate manner.
2. **Business Etiquette-** Business Etiquette refers to how an individual should behave while he is at work. It also includes ways to conduct a certain business in a prescribed manner. Don't ever cheat customers. It is simply unethical. Each one needs to maintain the decorum of the organization. Don't loiter around unnecessarily or peep into other's cubicles.
3. **Meeting Etiquette-** Meeting Etiquette refers to styles one need to adopt when he is attending any meeting, seminar, presentation and so on. Listen to what the other person has to say. Never enter meeting room without a notepad and pen. It is important to jot down important points for future reference.
4. **Interview Etiquette-** Interview etiquette refers to codes of conduct an individual must follow while appearing for interviews.
5. **Telephone Etiquette-** It is essential to learn how one should interact with the other person over the phone. Telephone etiquette refers to the way an individual should speak on the phone. Never put the other person on long holds. Make sure you greet the other person. Take care of your pitch and tone.
6. **Eating Etiquette-** Individuals must follow certain decorum while eating in public. Don't make noise while eating. One should not leave the table unless and until everyone has finished eating.



7. **Bathroom Etiquette-** Bathroom etiquette refers to the set of rules which an individual needs to follow while using public restrooms or office toilets. Make sure you leave the restroom clean and tidy for the other person.
8. **Wedding Etiquette-** Wedding is a special event in every one's life. Individuals should ensure they behave sensibly at weddings. Never be late to weddings or drink uncontrollably

To conclude, etiquette transforms a man into a gentleman.

1.7.1 Business Etiquettes

Business Etiquette refers to set of rules an individual must follow while he is at work. One must respect his organization and maintain the decorum of the place.

Business Etiquette refers to behaving sensibly and appropriately at the workplace to create an everlasting impression. No one would take you seriously if you do not behave well at the workplace. Remember we can't behave the same way at work place as we behave at our homes. One needs to be professional and organized.

It is important to behave well at the workplace to earn respect and appreciation.

Let us go through some Do's and Don'ts at workplace:

- **Never adopt a casual attitude at work.** Your office pays you for your hard work and not for loitering around.
- **Don't peep into other's cubicles and workstations.** Knock before entering anyone's cabin. Respect each other's privacy.
- **Put your hand phone in the silent or vibrating mode at the workplace.** Loud ring tones are totally unprofessional and also disturb other people.
- **Don't open anyone else's notepads registers or files without his permission.**
- **It is bad manners to sneeze or cough in public without covering your mouth.** Use a handkerchief or tissue for the same.
- Popping chewing gums in front of co workers is simply not expected out of a professional.
- **Stay away from nasty politics** at the workplace. Avoid playing blame games.
- **Keep your workstation clean and tidy.** Throw unwanted paper in dustbin and keep files in their respective drawers. Put a label on top of each file to avoid unnecessary searching.
- **Never criticize or make fun of any of your colleagues.** Remember fighting leads to no solution. There are several other ways to express displeasure. Sit



with your colleagues, discuss issues face to face and decide on something which is mutually acceptable.

- **Take care of your pitch and tone at the workplace.** Never shout on anyone or use foul words. It is unprofessional to lash out at others under pressure. Stay calm and think rationally.
- **Never attend meetings or seminars without a notepad and pen.** It is little tough to remember each and everything discussed in the meeting. Jot down the important points for future reference. Wait for your turn to speak.
- **Pass on information to all related recipients in the desired form.** Communicate through written modes of communication preferably through emails. Keep your reporting boss in the loop. Make sure your email signatures are correct.
- **Reach office on time.** One must adhere to the guidelines and policies of the organization. Discipline must be maintained at the workplace.
- **No organization likes to have a shabbily dressed employee.** Shave daily and do not use strong perfumes.
- **Never wear revealing clothes to work.** Body piercing and tattoo are a strict no no at the workplace. Females should avoid wearing heavy jewellery to work.
- Don't pass lewd comments to any of your fellow workers.
- **While having lunch together, do not start till the others have received their food.** Make sure your spoon and fork do not make a clattering sound. Eat slowly to avoid burping in public.
- Respect your fellow workers and help them whenever required.
- It is unethical to share confidential data with external parties and any other individual who is not related to the organization. Data in any form must not be passed to anyone outside the organization.
- Office Stationery is meant to be used only at work. Taking any office property back home is equivalent to stealing.
- **Make sure you turn off the monitor while you go out for lunch or tea breaks.** Switch off the fans, lights, printer, fax machine, scanner before you leave for the day.
- Don't bring your personal work to office. Avoid taking kids to office unless and until there is an emergency.
- **Park your car at the space allocated to you.** Don't park your vehicle at the entrance as it might obstruct someone's way.
- **Never ever drink while you are at work.** Smoke only at the smoking zones.
- Do not leave the restroom with taps on.
- Female Employees should stick to minimal make up.



1.7.2 Dress Code/ Clothing Etiquettes

One must dress as per the occasion. Avoid wearing jeans, capris, shorts, T - Shirts or sleeveless dresses to work. Follow a professional dress code. Make sure you feel comfortable in whatever you wear. It is not always necessary to wear expensive clothes rather wear something which looks good on you.

Choose professional colours like black, blue, brown, grey for official attire. Bright colours look out of place in corporate. Light and subtle colours exude elegance and professionalism and look best in offices.

Make sure your clothes are clean and ironed. One should never go shabbily dressed to work. Prefer wrinkle free clothes.

Hair should be neatly combed and kept short. Spikes hairstyle looks good only in parties and informal get together. Females should tie their hair. It gives a neat look.

Male Employees

- Male employees ideally should combine a simple shirt with trousers. Make sure the colours are well coordinated. Prefer a light colour shirt with a dark trouser and vice a versa. **Do not wear designer shirts to work.** Prefer plain cotton or linen wrinkle free shirts in neutral colours. Go for brands like Zodiac, Arrow, Colorplus, Louis Philippe, AllenSolly etc. These brands offer good collection of formal office shirts.
- The **shirt should be properly tucked into the trouser** for the professional look. Prefer full sleeves shirts at workplace. Never roll up your sleeves.
- **Silk ties look best on professionals.** Don't go for designer ties. The tie should neither be too short nor too long. The tip of the tie ideally should touch the bottom of the belt buckle. Slim ties are not meant for offices.
- Wear leather belts to work preferably in black or brown shades. **Do not wear belts with flashy and broad buckles.**
- Socks must be well coordinated with the outfit.
- Don't wear shoes that make noise while walking. Prefer soft leather shoes in black or brown colour. Make sure your shoes are polished and laces properly tied. Never wear sports shoes or sneakers to work.
- **Shave daily.** Use a good after shave lotion and make sure your skin does not look dry and flaky.
- Body odour is a big turn off. One must always smell good in public. **Use a mild perfume or deodorant.**

Female Employees



- **Females should not wear revealing clothes to work.** Avoid wearing outfits which expose much of your body parts. Wear clothes which fit you best. Don't wear too tight or loose clothes.
- Understand the basic difference between a party wear and office attire. Never wear low neck blouses to work. Blouses with deep back or noodle straps are a strict no no at the workplace. Avoid transparent saris.
- Females who prefer westerns can opt for light coloured shirts with dark well fitted trousers. A scarf makes you look elegant.
- **Never wear heavy jewellery to work.** Avoid being a make up box. Nude make up does wonders. Nails should be trimmed and prefer natural shades for nail paint.
- Avoid wearing sharp pointed heels to work.
- The colour of the handbag must coordinate with the outfit.
- Eyebrow, naval, lip piercing must be avoided at the workplace.

1.7.3 Telephone Etiquettes

Telephone is an important device with the help of which people separated by distance can easily interact and exchange their ideas. Got a brilliant idea and want to convey it to your friend staying out of the country, use the telephone. Telephone is one of the easiest and cheapest modes of communication.

Telephone etiquettes - An individual needs to follow a set of rules and regulations while interacting with the other person over the phone. These are often called as telephone etiquettes. It is important to follow the basic telephone etiquettes as our voice plays a very important role in creating an impression of our personality, education, family background as well as the nature of job we are engaged in. The person giving the information is called the sender and the second party is the recipient.

Let us now study the various telephone etiquettes. Please find below the various telephone etiquettes.

- Always remember your **voice has to be very pleasant** while interacting with the other person over the phone. Don't just start speaking, before starting the conversation use warm greetings like "good morning", "good evening" or "good noon" depending on the time.
- **Never call any person at odd hours** like early morning or late nights as the person will definitely be sleeping and will not be interested in talking to you.
- **In any official call, don't use words like "Any guess who I am?"** "as the person on the other side might be occupied with something and can get disturbed. Always say "Is it Ted?", and do ask him, "Is it the good time to talk to you?" and then start communicating. If the person sounds busy always wait for the appropriate time.



- **Make sure your content is crisp and relevant.** Don't play with words, come to the point directly and convey the information in a convincing manner. First prepare your content thoroughly and then only pick up the receiver to start interacting.
- After dialing, always reconfirm whether the person on the other side is the desired person whom you want to interact with. Always ask "Am I speaking to Mike?" or "Is this Jenny?" before starting the conversation.
- Always carefully dial the numbers, never be in a rush or dial the numbers in dark as it would lead to a wrong call. If by mistake you have dialed a wrong number, don't just hang up, do say sorry and then keep the phone courteously.
- **Never put the second party on a very long holds.** Always keep the information handy and don't run for things in between any call as the listener is bound to get irritated.
- While interacting over the phone, don't chew anything or eat your food. First finish your food and then only dial the number. If you are reading, please leave the book aside, first concentrate what the other person wishes to convey and then continue with the book.
- After completing the conversation, don't just hang up. Reconfirm with the receiver whether he has downloaded the correct information or not and do end your conversation with pleasant words like "Take care", "nice speaking with you" and a warm bye. Never say Goodbye.
- Always speak each and every word clearly. The person on the other hand can't see your expressions so remember your tone should be apt to express your feelings in the correct form.
- **Don't take too long to pick up any call.** If you miss the call, make sure you give a call back as the other person might have an important message to convey. Avoid giving missed calls at work places as it irritates the other person.
- In professional talks, never keep the conversation too long as the other person might be busy. Always keep the content crisp and relevant and do come to the point after formal greetings.
- If you are not the correct person and the speaker needs to speak to your fellow worker always say "one moment please- I will call him in a minute". If the colleague is not in the office premises, always take a message on his behalf and don't forget to convey him when he is back.
- Decrease the volume of the television or turn off the speakers while speaking over the phone as noise acts as a hindrance to effective communication
- If there is any disturbance in the network, don't just keep speaking for the sake of it; try to call after sometime with a better line.

Remember all the above telephone etiquettes must be practiced for an effective and healthy telephonic discussion and smooth flow of information.



1.7.4 Interview Etiquettes

Interview etiquette refers to codes of conduct an individual must follow while appearing for interviews.

Let us go through some interview etiquette :

- While appearing for telephonic interviews, make sure you have your resume in front of you. **Move to a quiet place** and keep a pen and paper handy to jot down address or other necessary details.
- **An individual must be present at the interview venue before time.** Start from your home a little early and allow a margin for traffic congestions, car problems, route diversions and other unavoidable circumstances. Check the route well in advance to avoid last minute confusions.
- If you do not have own conveyance, book a cab or ask your friend or family member to drop you right outside the venue. Avoid going by public transport that day.
- **Be very particular about your appearance.** Follow the professional dress code for an everlasting first impression. Wear something which looks good on you. Coordinate a light colour shirt with a dark colour well fitted trouser. Make sure your shoes are polished and do not make noise. Hair should be neatly combed and do apply a mild perfume. It is essential to smell good.
- **Enter the interviewer's cabin with confidence.** Greet him with a warm smile. A firm handshake says that an individual is confident, aggressive and willing to take challenges. Do not offer to shake hands if the interviewer is a female. Do not sit unless you have been told to so.
- **Make an eye contact with the interviewer.** Avoid looking here and there.
- Be honest with the interviewer. Remember a single lie leads to several other lies. Avoid fake stories. It might land you in trouble later.
- Take care of your pitch and tone. Be polite but firm.
- **Stay calm.** Avoid being nervous during interviews. Remember no one will hang you till death if you do not clear the interview. There is always a second chance.
- One must sit straight for the desired impact. Avoid fiddling with pen and paper. It is important to have the right attitude as it helps you stand apart from the crowd.
- Keep your cell phone in the silent mode while attending interviews. Cell phone ringing during interviews is an offence.
- Chewing gum during interview is childish.
- Do not fold your resume; instead keep it in a proper folder. Carry all other relevant documents which you might need during interview. Keep a passport size photograph handy.



- Slangs and one-liners must not be used in interviews.
- Avoid cracking jokes with the interviewer.
- Once you are done with the interview, do not forget to thank the interviewer.

1.7.5 Meeting Etiquettes

Meeting Etiquette refers to codes of behaviour an individual ought to follow while attending meetings and discussions at the workplace.

Let us go through some meeting etiquette in detail:

- **Try to find out what the meeting is all about.** Understand the importance of the meeting. Never go blank. Employees should do all the ground work before attending meetings to ensure maximum participation from their end. Prepare notes in advance.
- **Never attend meetings without a notepad and pen.** It is practically not possible for an individual to remember each and every thing discussed at the time of meeting. A notepad helps in jotting down the important points for future reference.
- **Always keep your cell phone on the silent or vibrator mode.** Cell phones ringing in the middle of meetings and seminars are considered rude and unprofessional. This might insult others sitting in the same room as well as break the pace of the meeting.
- **Do not attend phone calls during meetings unless it is an emergency.** It is bad manners to do the same.
- **Superiors must create an agenda before every meeting.** The agenda must be circulated among all employees for them to prepare in advance. Meetings should not be conducted just for the sake of it. It is important to have well defined plans. Make a list of issues to be discussed at the time of meeting. Make sure you do not deviate from the key points. Keep the meetings short.
- **Never be late for meetings.** Going late for a meeting is something which is not expected out of a professional.
- Chewing gum during meetings is childish and must be avoided.
- **Be a good listener.** Listen to what others have to say. Wait for your turn to speak.
- Sit wherever you find a place. Do not run here and there.
- Do not enter the meeting room once the meeting has already begun. It disturbs others.
- Avoid taking your cups of coffee or tea to meeting rooms unless and until advised by superiors.
- **Fiddling with pen or notepad is one of the major distractions in meetings.** One must concentrate and stay alert. Be an attentive listener. Do not yawn even if you find the meeting boring.



- **The one chairing the meeting must speak loud and clear.** It is essential to take care of the pitch and tone.
- Meetings ought to be interactive and allow employees to come up with their suggestions and valuable feedback. A question answer round must be kept at the end for employees to clear their doubts.
- Once the meeting is over, minutes of the meeting must be prepared and circulated across all departments for them to take necessary action
- Use Whiteboards, projectors, graphs, pointers, slides for better clarity.
- Do not convert the meeting room into a battle ground. Speak politely and do respect your colleagues.
- **Never attend meetings in casuals.** Follow a professional dress code.

1.8 Let's Sum-up

Body language is an important component of communication and it is to our advantage to develop skills in this area in order to communicate effectively, that relies on body movements. It refers to the gestures, postures, and facial expressions, by which a person manifests various physical, mental, or emotional states and communicates nonverbally with others. Body language is an important – and often decisive – factor in risk communication. This is especially true of communicators, who need to show congruency between the oral information and their body language when transmitting a message, because only if they manage to do so will the message be effective. Body language is an element in communication that we should be very much aware of because it gives clues to the character, emotions, and reactions of an individual.

Etiquette in simpler words is defined as good behaviour which distinguishes human beings from animals. Human Being is a social animal and it is really important for him to behave in an appropriate way. Etiquette refers to behaving in a socially responsible way. Etiquette refers to guidelines which control the way a responsible individual should behave in the society.

Business Etiquette refers to behaving sensibly and appropriately at the workplace to create an everlasting impression. No one would take you seriously if you do not behave well at the workplace. Remember we can't behave the same way at work place as we behave at our homes. **One needs to be professional and organized.**

1.9 Key Terms

Body language is the process of communicating nonverbally through body movements and gestures.

Posture conveys information about: Interpersonal relations, which involves personality traits such as confidence, submissiveness, and openness.



Facial Expression is the index of mind while communicating nonverbally.

Eye Contact is a form of nonverbal communication and is thought to have a large influence on social behavior.

Gesture includes movement of the hands, face, or other parts of the body.

Paralanguage refers to empathetic listening (ability to imagine and share another person's feelings, etc.).

Etiquettes help individuals to value relationships. It refers to behaving in a socially responsible way.

Business Etiquettes refers to behaving sensibly and appropriately at the workplace to create an everlasting impression.

1.10 Self Assessment Questions

1. Define body language and explain the need and importance of body language.
2. Explain why we need business etiquettes with suitable examples from business organisations.

1.11 Further Readings

Allan, Pease; *Body Language- How to read others' thoughts by their gesture*, Manjul Publishing House Pvt. Ltd, New Delhi, 2014.

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1.12 Model Questions

1. Give examples of body language relating to gestures and facial expression.
2. Mention the dress code etiquettes for attending interview.

