

# Communication Skills

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# 7 C's of effective communication

- **Completeness** - The communication must be complete. It should convey all facts required by the audience. A complete communication has following features:
  - Complete communication develops and enhances reputation of an organization.
  - Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
  - A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
  - Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- **Conciseness** - Conciseness means wordiness, i.e., communicating what you want to convey in least possible words.
  - It is both time-saving as well as cost-saving.
  - It underlines and highlights the main message as it avoids using excessive and needless words.
  - Concise communication provides short and essential message in limited words to the audience.
  - Concise message is more appealing and comprehensible (understandable) to the audience.
  - Concise message is non-repetitive in nature.

- **Consideration** - Consideration implies “stepping into the shoes of others”. Effective communication must take the audience into consideration, i.e., the audience’s view points, background, mind-set, education level, etc. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience’s needs while making your message complete. Features of considerate communication are as follows:
  - Emphasize on “you” approach.
  - Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
  - Show optimism towards your audience. Emphasize on “what is possible” rather than “what is impossible”. Stress on positive words such as jovial (jolly), committed, thanks, warm, healthy, help, etc.
- **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:
  - It makes understanding easier.
  - Complete clarity of thoughts and ideas enhances the meaning of message.
  - Clear message makes use of exact, appropriate and concrete words.

Clarity is lost because of following reasons:

- Using words which are difficult to understand. Eg. Cantankerous instead of quarrelsome
- Writing illogical sentence structure.
- Using words that create ambiguity.
- Using Complicated sentences.

- **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:
  - It is supported with specific facts and figures.
  - It makes use of words that are clear and that build the reputation.
  - Concrete messages are not misinterpreted.
- **Courtesy** - Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious (sensible), reflective (thoughtful) and enthusiastic. Courteous message has following features:
  - Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
  - Courteous message is positive and focused at the audience.
  - It makes use of terms showing respect for the receiver of message.
  - It is not at all biased.
- **Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:
  - The message is exact, correct and well-timed.
  - If the communication is correct, it boosts up the confidence level.
  - Correct message has greater impact on the audience/readers.
  - It checks for the precision and accurateness of facts and figures used in the message.
  - It makes use of appropriate and correct language in the message

# Nature and Scope of communication

- Communication is the process of passing information and understanding from one person to another.
- There are two types of communication Internal Communication and External Communication
- Internal Communication : is the process of interacting and information sharing between employees of particular organization or an enterprise. The functions of internal communication are as follows:
  - Establishing and disseminating the vision, mission and goals of an enterprise.
  - Brainstorming for better ways to improve business.
  - Effective interpersonal relationships at work that minimize conflict.
  - Recruiting , training and appraising the employees.
  - Leading, directing and motivating the staff so that they can contribute their best.Controlling the work process in line with set targets.
- External Communication : is communication that takes place between the members of an organization and the public at large. This public will include all the stake holders (investors, customers, vendors, business associates, dealers, financiers, media, local community etc.) . Externally, communication relates an enterprise to the environment outside.

# Scope of communication

- **Scope of communication** means the normal functioning area of this subject. Since communication is essential in every sphere of human life, its scope is wide. No one can pass even a day without communication. In the following a brief discussion on scope of communication is given:
  1. **Communication in personal life:** Communication is closely related with every sphere of human life. From dawn to sleep at night, a person communicates with others.
  2. **Communication in social life:** Now we are on the verge of human civilization and living in an integrated society. In social life, people need to develop social bondage. Communication helps us in creating and strengthening this social bondage.
  3. **Communication in the state affairs:** Communication is also pervaded in all areas of state affairs. Without communication, state neither can administer its various wings nor can maintain relationships with the other part of the world. Due to revolutionary change in communication technologies, the whole world has turned into a global village.
  4. **Communication in business:** Communication is the lifeblood of business as it provides necessary information in formulating business plans and policies. It also ensures effective performance of business activities like production, distribution, finance, warehousing etc.
  5. **Communication in management:** Management is the means of achieving organizational goals. Efficiency and effectiveness of management depend on effective communication with the various internal and external parties.
  6. **Communication in industrial relations:** Industrial relation means a labor management relationship in the industry or in an organization. Friendly industrial relation is a precondition for business success. On the other hand, free and fair communication is a pre-requisite for creating good industrial relation.
  7. **Communication in international affairs:** In this age of globalization, communication is not merely confined within the national boundary. Countries are exchanging their cultural, economical, social, political, educational and technological affairs with each other continuously.
  8. **Communication in religion:** Communication is also present in perching, spreading and circulation various religious doctrines (principles). Prophets and saints have preached the verses of almighty to their followers and even now, many religious thinkers are performing the duty of preaching and circulating religious verses.

# Non-Verbal communication

Non-verbal communication includes facial expressions, eye contact, tone of voice, body posture and positioning within groups. It may include the way we wear our clothes or silence we keep.

Nonverbal communication cues can play five roles:

- **Repetition:** they can repeat the message the person is making verbally.
- **Contradiction:** they can contradict a message the individual is trying to convey.
- **Substitution:** they can substitute for a verbal message. For example, a person's eyes can often convey a far more vivid message than words.
- **Complementing:** they may add to or complement a verbal message. A boss who pats a person on the back in addition to giving praise can increase the impact of the message.
- **Accenting:** they may accent or underline a verbal message.

**There are many different types of non-verbal communication.**

- **They include:**
- **Body Movements** for example, hand gestures or nodding or shaking the head;
- **Posture**, or how you stand or sit, whether your arms are crossed, and so on;
- **Eye Contact**, where the amount of eye contact often determines the level of trust and trustworthiness;
- **Para-language**, or aspects of the voice apart from speech, such as pitch, tone, and speed of speaking;
- **Closeness or Personal Space**, which determines the level of intimacy (understanding);
- **Facial Expressions**, including smiling, frowning and even blinking; and
- **Physiological Changes**, for example, sweating or blinking more when nervous.

# Cross Cultural communication

- **Cross-cultural communication** is a field of study that looks at how people from differing **cultural** backgrounds **communicate**, in similar and different ways among themselves, and how they endeavor (effort) to **communicate** across **cultures**.
- **Cross-cultural communication** has become strategically important to companies due to the growth of global business, technology, and the Internet. Understanding cross-cultural communication is important for any company that has a diverse workforce or plans on conducting global business. This type of communication involves an understanding of how people from different cultures speak, communicate, and perceive the world around them.
- **Understanding Cultural Diversity**

Given different cultural contexts, this brings new communication challenges to the workplace. Even when employees located in different locations or offices speak the same language (for instance, correspondences between English-speakers in the U.S. and English-speakers in the UK), there are some cultural differences that should be considered in an effort to optimize communications between the two parties.

- **Developing Awareness of Individual Cultures**

However, some learning the basics about culture and at least something about the language of communication in different countries is important. This is necessary even for the basic level of understanding required to engage in appropriate greetings and physical contact, which can be a tricky area inter-culturally. For instance, kissing a business associate is not considered an appropriate business practice in the U.S., but in Paris, one peck on each cheek is an acceptable greeting. And, the firm handshake that is widely accepted in the U.S. is not recognized in all other cultures.

- **Demand Mutual Acceptance**

Cultivate and demand [mutual acceptance](#) and understanding. In doing this, a little education will usually do the trick. Explain to team members that the part of the team that works out of the Australia office, for example, will be working in a different time zone, so electronic communications and/or return phone calls will experience a delay. And, members of the India office will also observe different holidays (such as Mahatma Gandhi's Birthday, observed on October 2).

- **Keep It Simple**

When you communicate, keep in mind that even though English is considered the international language of business, it is a mistake to assume that every businessperson speaks good English. In fact, only about half of the 800 million people who speak English learned it as a first language. And, those who speak it as a second language are often more limited than native speakers.

When you communicate cross-culturally, make particular efforts to keeping your communication clear, simple and unambiguous.

And (sadly) avoid humor until you know that the person you're communicating with "gets it" and isn't offended by it

- **Get Help If You Need It**

Finally, if language barriers present themselves, it may be in every one's best interest to employ a reliable, experienced translator.

# Factors affecting Cross Cultural communication

- **Cultural identity**

Culture can be defined as the values, attitudes, and ways of doing things that a person brings with them from the particular place where they were brought up as a child. These values and attitudes can have an impact on communication across cultures because each person's norms and practices will often be different and may possibly clash with those of co-workers brought up in different parts of the world.

- **Gender roles**

Another factor that impacts intercultural communication is gender. This means that communication between members of different cultures is affected by how different societies view the roles of men and women. A Westerner's reaction to rules that require women in Saudi Arabia to cover themselves When studying gender identity in Saudi Arabia it is important that we view the Saudi culture through a Saudi lens

- **Individual personalities**

This means that how a person communicates with others from other cultures depends on their own unique personality traits and how they esteem themselves.

- **Social class**

The social identity factor refers to the level of society that person was born into or references when determining who they want to be and how they will act accordingly. For example upper-class individuals like tennis, and middle-class people prefer photographic art.

- **Age**

The age identity factor refers to how members of different age groups interact with one another. This might be thought of in terms of the "generation gap". More hierarchical cultures like China, Thailand, and India pay great deference and respect to their elders and take their elders' opinions into account when making life-changing decisions. Cultures like the United States are less mindful of their elders and less likely to take their advice into account when making important decisions.

- **Roles identity**

The roles identity factor refers to the different roles a person plays in his or her life including their roles as a husband or wife, father, mother or child, employer or employee, and so forth.

- **Language**

Among the most often cited barriers to conflict-free cross-cultural business communication is the use of different languages.

# Technology Enabled Business Communication

- **Written notes will be provided.**

# Business Correspondence

- **Business correspondence** means the exchange of information in a written format for the process of business activities.
- Business correspondence can take place between organizations, within organizations or between the customers and the organization.
- Need for written communication
  - Maintaining a proper relationship.
  - Serves as evidence.
  - Create and maintain [goodwill](#).
  - Inexpensive and convenient.
  - Formal communication.
  - Independent of [interpersonal skills](#).

# Types of Business Correspondence

## 1. Business letters

- [Business letters](#) are the most formal method of communication following specific formats. They are addressed to a particular person or organization. A good business letter follows the seven C's of [communication](#). The different types of business letters used based on their context are as follows,
- Letters of inquiry
- Letters of claim/complaints
- Letters of application
- Letters of approval/dismissal
- Letters of recommendations
- Letters of promise.
- Official letters can be handwritten or printed. Modernization has led to the usage of new means of business correspondence such as E-mail and Fax.

## 2. Email

- Email is the latest formal method of business communication. It is the most widely used method of written communication usually done in a conversational style. It is used when there is a need to communicate to large audience in an organization.

# Types of Business Correspondence

## 3. Memorandum

- Memorandum is a document used for internal communication within an organization. Memos may be drafted by management and addressed to other employees, and it is sent with the money draft. Memos are sent to several people in a team when important business matters need to be updated to them or to a single person to have a written record of the information.

## 4. Faxes

- Business faxes have been around even longer than memos, but for a long time very few people had had access to fax machines. So, most of us would say that faxes have been a part of business environment for about 30 years. Consequently, there are not very many rules established for writing faxes. Everybody wrote them the way they considered appropriate. And now faxes are dying a slow death.

# Essential qualities of good business letter

## 1. Concise

- Business letter should be brief to save time. Lengthy sentences should not be used. Repetitions should be avoided.

## 2. Complete

- Business letter should be complete in itself. Important information should not be left out. It should provide all the needed information because incomplete letters waste time, money and efforts.

## 3. Clear

- Business letter should be clear in all respects. The subject matter should be clear. Sentences should be simple and short and they should not have double meaning. The writer should have clear idea about the subject matter of letter.

## 4. Correct

- Business letter should be correct about facts, figures and statements. The language and grammar should be correct.

## 5. Convincing

- Business letter should be convincing. It should win confidence and trust of the receiver. Statements should be supported by facts, figures and results. The letter should reflect the personality of the writer.

## 6. Consistent

- Business letter should be consistent. It should be logically arranged. There should be consistency of thoughts.

## 7. Captivating

- Good business letter should be captivating. It should be eye-catching. It should retain the attention and interest of the reader. Good paper should be used. Letterhead and typing should be impressive.

# Parts of Business Letter

- **The following parts usually constitute the structure of a business letter:**

1. **Heading :** Many business organizations use printed letter head for business correspondence. The letterhead contains the name, the address, the line of business, telegraphic address, telephone numbers, telex numbers, e-mail address etc.
2. **Date :** The date should be indicated in the upper right hand corner of the letter sheet. It is generally written two or three spaces below the last line of the letterhead.
3. **Inside Address :** The inside address consists of the names and address of the person or firm to whom the letter is written.
4. **Salutation :** Salutation means greetings. It shows the respect or affection or politeness which you introduce in a letter. While addressing a firm, company or a club, etc. use 'Dear Sirs'.
5. **Subject :** The purpose of subject line is to let the reader know immediately what the message is about. By seeing this the reader can understand at a glance what the letter is about.
6. **Reference :** In a reply to an earlier letter reference numbers, date etc. may be mentioned below the subject.
7. **Body :** The body is the most important part of a letter. The purpose of this part is to convey the message and to produce a suitable response in the reader. It is, therefore, important to organize and arrange the material very carefully.
8. **Complimentary close :** The complimentary close is a polite way of ending a letter. It is typed two spaces below the last line of the body of the letter.
9. **Signature :** Signature is the assent of the writer to the subject-matter of the letter. It is placed below the complementary close.
10. **Enclosure :** Sometimes, papers such as price list, catalog, draft may be attached to the letter.

- **For Few topics written notes given.**

# Business Proposals

- A **business proposal** is a written offer from a seller to a prospective buyer. Business proposals are often a key step in the [complex sales](#) process—i.e., whenever a buyer considers more than price in a purchase.
- A proposal puts the buyer's requirements in a context that favors the seller's products and services, and educates the buyer about the capabilities of the seller in satisfying their needs.
- There are two kinds of business proposals :
- Solicited business proposals :which are submitted in response to an advertisement published by the buyer or client.  
Unsolicited business proposals : submitted to buyers even though they are not requesting for one.

- **Elements of Business Proposal**

By demonstrating that you understand the client's situation – you establish a baseline for moving forward.

- Here are the key elements of a winning [business plan](#).

**1. Executive summary.** An executive summary is a one- or two-page summary of your entire business plan.

**2. Business description.** In your business description, you'll need to include and define various aspects of your service offerings, the history of your field and any current happenings and your personal goals and objectives, elements that add to your success and the ownership of your company. This section is the backbone of your business plan and will set the stage for the information included in the rest of the plan.

**3. Products and services.** You should be able to describe what it is that you are selling as well as identify what makes your product or service unique.

**4. Sales and marketing.** It gives you a window into your industry, the state of the market, general costs, how business is acquired and also affords you an opportunity to distinguish yourself from competitors.

**5. Operations.** This purpose of this section is to help you outline the more administrative side of your business, including how you operate, where your office is located, your staff or assistant if applicable, equipment, overhead and other expenses, legal relationships, your network of suppliers and credit policies.

**6. Management team.** If you have a few advisers or people who help you to manage your business, this is where you acknowledge their involvement and the capacity by which they contribute to your overall success. Also, if there is a hierarchy of positions within your company, you would detail that hierarchy and the relevancy of each relationship.

**7. Development.** This is where you can dream a bit. Not everything in this section is based upon pure fact like the information you would have provided in the other sections. Project into the future and think big.

**8. Financial summary.** Now, back to reality! You'll need to provide a record of your financial dealings, investments, if any, and how you came to the position you are in today.

# Career Building

- Career building is a long term activity which requires formulating a plan, coordinating skills and desires and modifying it based on your circumstances.
- Planning and identifying your goals may take time and effort. However, if you keep asking yourself these questions throughout your career you will be able to position yourself on the right track and focus your energy on going after what you want.
- Here are our 10 steps to build an effective career plan:
  - 1. Examine and reflect on what is important to you :** One of the best decision-making strategies is to address and examine how your decisions fit into all phases of your life, including those that appear unrelated. Start by making a list of your talents, passions, values, elements of your ideal lifestyle and employment environment.
  - 2. Evaluate and think about your likes and dislikes** It is easy for someone to say they liked “that job” or not, but sometimes it is difficult to pinpoint exactly what it was they did or did not like.
  - 3. List what it is you want or need from your job/career** Brainstorm on what your ideal job is. What do you want your future to look like? Ask yourself: what is your definition of career success? Where am I now and where do I want to be?
  - 4. List your past accomplishments** Reviewing your past and current achievements will uncover successes that can have a significant affect on your next steps
  - 5. Search for the ideal job** Start your job hunt by looking at different roles that you might be interested in to help you priorities your job opportunities. Look not only at job titles but also job content, your transferable skills, talents and values.
  - 6. Plan and set career goals** Assess those jobs against your values, ideal lifestyle and the environment you work well in etc – only then can you start setting your career goals and develop your road map.

# Career Building

- 7. Learn, grow and develop** It is essential to keep developing your skills, abilities and knowledge. Development is key for professional and personal growth to move forward in your career.
- 8. Review your career on a yearly basis** By doing this, you will be better prepared for uncertainties and roadblocks and feel more confident in your career choices and path.
- 9. Take action** With all the information at hand, the next step is to act. Ensure you set up clear goals and timelines for you to be accountable.
- 10. Keep in mind the unexpected** Don't forget that plans are not set in stone and that it is important to prepare to change it if and when necessary.

# Resume Writing

- **What your resume should include**

- 1. Contact details :** Make sure you include your name, email address and a contact phone number on your resume. You don't have to include your home address, although there might be some situations when doing so would be a good idea
- 2. Key skills & strengths :** Your resume should include a list of skills that link your experience to the job you're applying for.
- 3. Technical/software skills :** This is a short list of the names of software or technology you know how to use.
- 4. Personal attributes :** If you haven't got much work experience, a list of personal attributes can be another way to demonstrate that you're the right person for the job.
- 5. Educational history :** Your Educational History only needs to show your highest level of education. You don't need to include your results, unless showing them proves how well you're suited to the job.
- 6. Employment history :** When providing your employment history, start with the your most recent job and go backwards from there. Give the position title and the dates you worked there.
- 7. References/referees :** Your resume should list two people who can positively recommend you as an employee. Ideally your references will be people that you have worked with before. Provide their name, their position title, and a way that they can be contacted.

# Listening

- Listening is the ability to accurately receive and interpret messages in the communication process.
- Listening is key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

## • Listening Process

For listening to be effective and meaningful, the [process of listening](#) should involve the following steps.

- **Hearing** : Hearing is the first essential step in the listening process and relates to the sensory perception of sound. The listener further processes the perceived sound. For learning to be effective, hearing needs to be done with attention and concentration.
- **Filtering** : The next step involves sensing and filtering of heard sounds. The heard message is categorized as wanted or unwanted, useful or useless. The unwanted message is discarded. In this step, the sense of judgement of the individual comes into play, that is, the filtering process is subjective and a person chooses to retain what makes sense to him.
- **Comprehending** : The next [level of listening](#) consists of comprehending or understanding. The listener understands or interprets what the speaker has tried to convey. This activity can be described as absorbing, grasping. In order to grasp the meaning of the message, the listener uses his knowledge, experience, perception and cognitive power.
- **Remembering** : Remembering relates to a process whereby the assimilated message is stored in memory to facilitate future recall. Remembering assumes significance because many times messages received are meant not for immediate consideration but for future use.
- **Responding** : For listening to be complete, a response is important. Responding to a message may take place at the end of the communication, immediately after or later. When it is stored for future use, the response may take place later.

# Business Presentations

- Presentations are part of business life. Training, sales, engagement, information sharing, meetings – you name it, and chances are there will be a presentation opportunity for it.
- Most employees and potential clients dread PowerPoint presentations. The key is to engage your audience, to keep them interested in what you have to say and keep their hands and eyes away from their smartphones. In an age of constant distractions and shrinking attention spans, it seems that giving an engaging presentation is an art that few have mastered successfully.

## • Elements of Effective Presentations

### I. 3 Key Steps

- Presentation Analysis – Know your subject
  - Identify the purpose of your presentation.
  - Identify what your subject or topic should/will be.
  - Make sure you can show how your topic relates to the audience.
- Audience Analysis – Know your audience
  - Consider the audience demographics (age, gender, culture, etc.)
  - Use appropriate examples that can be understood by your audience.
  - Use the appropriate vocabulary, but watch using jargon.
  - Make sure you can properly pronounce every word in your speech.
- Practice, Practice, Practice

# Business Presentations

## II. Types of Outlines

- Research Notes
  - Handwritten
  - Very Detailed
- Preparation Outline
  - Write out a complete introduction, transitions, and conclusion.
  - Typically, in standard outline form.
  - Written in complete sentences.
- Delivery/Formal Outline
  - Bulleted introduction, transitions, and conclusion.
  - Single words or phrases used as reminders, not so you can read directly from it.
  - You still want to write out the quotes and anything else you need to be able to say verbatim. Wording sometimes counts!

# Business Presentations

## III. Layout

- Create the main body first
  - First, determine the main points. Keep in mind if each relates to the next point it is easier to transition between them.
  - Fill in sub-points and supporting materials/information.
    - Quotes
    - Definitions
- Next, determine a way to summarize and conclude your presentation.
- Lastly, prepare your introduction.

*NOTE: Make sure you provide references for information. This avoids plagiarism and provides legitimacy and credibility to you what you are saying.*

## IV. Nonverbal & Verbal Elements

- Eye contact is important. Do not stare at any one person, but make eye contact with various people around the room.
- Stand in a comfortable posture. Do not lock your knees.
- Use natural hand gestures, but not too animated or wild.
- Make sure you modulate your volume so everyone can hear you.
- Enunciation is vital so that everyone listening can understand you.
- Watch the amount of vocal interruptions you use (i.e. “um” or “ah”)

# Public Speaking

1. **Public speaking** (also called **oratory** or **oration**) is the process or act of performing a [speech](#) to a live [audience](#). This type of speech is deliberately structured with three general purposes: to inform, to persuade and to entertain. Public speaking is commonly understood as formal, face-to-face speaking of a single person to a group of listeners.

## 2. Guidelines for effective speeches :

- **Using Simple and Suitable Words:** Words convey different meanings to different people in different situations. Speech communication is basically a word-based communication. The speaker should be careful in selecting words.
- **Control of Emotion:** The speaker must control his emotion to make oral communication effective. Over emotion of the speaker may mislead or irritate the listeners and misguide the speaker.
- **Drafting the Speech:** Before delivering the speech, the speaker should make a draft of the speech. It will help him to better organize his speech, to allocate time on different issues and to rectify the message if any error is there.
- **Logical Sequence:** In speech, ideas should be organized sequentially so that the receivers or audience may get clear sense of the whole speech. No irrelevant idea should be included in the speech.
- **Natural Voice:** Speech should be delivered at natural tone of the speaker. Unnatural or unusual voice may distort the meaning of the message. The voice of the speaker should be clear and pleasant also.
- **Speaking Slowly:** The speaker should speak slowly so that the audience can understand him easily. If the speaker delivers his speech very rapidly, the audience may fail to understand or follow him instantly.

# Public Speaking

- **Avoiding Gestures** : The speaker must avoid mannerism, if he has any. Because it irritates the audience. Making unnecessary sound repeatedly, fidgeting fingers, scratching heads, unnecessary body movement etc. must be avoided at the time of delivering speech.
- **Using Visual Aids**: Visual aids can make the speech or oral presentation more interesting and livelier. The speaker can use slides, multimedia projector, overhead projector, whiteboard etc to make his presentation vivid and magnificent.
- **Using Body Language**: In speech or presentation, the speaker must attract the attention of the audience through positive body language. Eye contact, smile, nods, fingering etc are important body movements or languages that help to retain the attention of the audience.
- **Clear Pronunciation**: Clear pronunciation is an important quality of a speaker. The success of speech largely depends on it. Clear pronunciation means distinct uttering of words with required pitch and intensity of voice.
- **Emphasizing on Important Topic**: The speaker should emphasize on important topic so that audience can pay full attention to his speech. It's up to the speaker how he will determine the relative importance of different parts of his speech.

# Conversations

- When you are talking with others, there are a number of elements in the conversation that commonly appear. Understanding these allows you to better control the conversation and ensure the other person is better able to respond. You can also analyze the other person's speech as they talk and cope with any misuse or mistakes in their structures.
- [Asking](#): Engaging and seeking information.
- [Asserting](#): Stating something as true.
- [Summarizing](#): Reflecting your understanding.
- [Building](#): Adding to existing ideas.
- [Excluding](#): Shutting out others.
- [Supporting](#): Lending strength.
- [Avoiding](#): Refusing to consider argument.
- [Attacking](#): Destruction of their ideas.
- [Blocking](#): Putting things in the way of their arguments.
- [Informing](#): Giving information.
- [Proposing](#): Putting forward argument.
- [Checking](#): Testing understanding.
- [Including](#): Bringing in others.
- [Self-promotion](#): Boosting oneself.
- [Disagreeing](#): Refusing to agree.
- [Challenging](#): Offering new thoughts to change thinking.
- [Defending](#): Stopping their attacks.

# Interview

- An **interview** is a [conversation](#) where [questions](#) are asked and answers are given.<sup>[1]</sup> In common parlance, the word "interview" refers to a one-on-one conversation with one person acting in the role of the *interviewer* and the other in the role of the *interviewee*. The interviewer asks questions, the interviewee responds, with participants taking turns talking. Interviews usually involve a transfer of information from interviewee to interviewer, which is usually the primary purpose of the interview, although information transfers can happen in both directions simultaneously.
- **Typical structure of an interview ( Technical interview & personal interview)**
  1. Introduction
  2. Biography/CV
  3. Motivation
  4. Professional skills
  5. Personal and social skills
  6. Presentation of advertised vacancy
  7. Questions regarding remuneration
  8. Open questions
  9. Next steps and exchange of information
  10. Conclusion

# UNIT 03

# Meetings

- A meeting is a gathering of two or more people that has been convened for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching agreement. Meetings may occur face-to-face or virtually, as mediated by communications technology, such as a [telephone conference call](#) or a [videoconference](#).
- **The six general types of meetings:**
- Status Update Meetings
- Information Sharing Meetings
- Decision Making Meetings
- Problem Solving Meetings
- Innovation Meetings
- Team Building Meetings
- **Strategies for conducting successful Business Meetings.**

## 1. Selecting Participants

- The decision about who is to attend depends on what you want to accomplish in the meeting. This may seem too obvious to state, but it's surprising how many meetings occur without the right people there.
- Don't depend on your own judgment about who should come. Ask several other people for their opinion as well.

# Meetings

## 2. Developing Agendas

- Develop the agenda together with key participants in the meeting. Think of what overall outcome you want from the meeting and what activities need to occur to reach that outcome. The agenda should be organized so that these activities are conducted during the meeting. In the agenda, state the overall outcome that you want from the meeting.
- Design the agenda so that participants get involved early by having something for them to do right away and so they come on time.

## 3. Establishing Ground Rules for Meetings

Four powerful ground rules are: participate, get focus, maintain momentum and reach closure.

## 4. Time Management

- One of the most difficult facilitation tasks is time management -- time seems to run out before tasks are completed. Therefore, the biggest challenge is keeping momentum to keep the process moving.
- You might ask attendees to help you keep track of the time.

## 5. Evaluations of Meeting Process

It's amazing how often people will complain about a meeting being a complete waste of time -- but they only say so after the meeting. Get their feedback during the meeting when you can improve the meeting process right away.

## 6. Evaluating the Overall Meeting

- Leave 5-10 minutes at the end of the meeting to evaluate the meeting; don't skip this portion of the meeting.
- Have each member rank the meeting from 1-5, with 5 as the highest, and have each member explain their ranking
- Have the chief executive rank the meeting last.

## 7. Closing Meetings

- Always end meetings on time and attempt to end on a positive note.

# CONFERENCES

- Conference is a formal meeting of people with a shared interest, typically one that takes place over several days. Following are the different types of conferences.

Type	Definition
Conference	The most general term to indicate a meeting for discussion - most commonly adopted by associations and organizations for their regular meetings. It is usually associated with the most traditional type of presentation, that is, papers followed by questions.
Symposium	Nowadays, this describes a meeting to discuss a particular subject, but its original meaning defines it as a drinking party devoted to conversation and following a banquet. A symposium thus has a slightly more informal character than a conference.
Seminar	The first meaning of this term refers to a group of students studying under a professor with each doing research and all exchanging results through reports and discussions. Its second definition: 'debating special issues' preserves the conversational character of the term 'seminar'.
Colloquium	This term indicates both a traditional conference and a conversational seminar. Colloquia tend to privilege the aspect of debate.

Workshop	Taken from the language of manufacturing, the term workshop indicates a brief intensive educational program for a small group of people that focuses on techniques and skills in a particular field. In academia, it is adopted to describe meetings reserved for small groups of specialists who come together for concerted activities or discussion.
Roundtable	The roundness of the table clearly symbolizes the equality of all participants. Each of them will have the same right to take the floor. Roundtables commonly bring together academics who usually are invited as key-note speakers. Discussion nevertheless plays the leading role in this kind of meeting.

# Group discussion

- Group discussion is an articulation of ideas and views over a particular topic that has been given to a group of around 5 to 12 people, within a set time limit.
- Group discussion is a leaderless exercise.
- **Do's and Don'ts of Group discussion:**
  - 1) Keep eye contact while speaking: Do not look at the evaluators only. Keep eye contact with every team member while speaking.
  - 2) Initiate the GD: Initiating the GD is a big plus. But keep in mind – Initiate the group discussion only when you understood the GD topic clearly and have some topic knowledge. Speaking without proper subject knowledge is bad impression.
  - 3) Allow others to speak: Do not interrupt anyone in-between while speaking. Even if you don't agree with his/her thoughts do not snatch their chance to speak. Instead make some notes and clear the points when it's your turn.
  - 4) Speak clearly: Speak politely and clearly. Use simple and understandable words while speaking. Don't be too aggressive if you are disagreeing with someone. Express your feelings calmly and politely.
  - 5) Make sure to bring the discussion on track: If by any means group is distracting from the topic or goal then simply take initiative to bring the discussion on the track. Make all group members aware that you all need to come to some conclusion at the end of the discussion. So stick to the topic.
  - 6) Positive attitude: Be confident. Do not try to dominate anyone. Keep positive body language. Show interest in discussion.

# Group discussion

- 7) Speak sensibly: Do not speak just to increase your speaking time. Don't worry even if you speak less. Your thoughts should be sensible and relevant instead of irrelevant speech.
- 8 ) Listen carefully to others: Speak less and listen more! Pay attention while others are speaking. This will make coherent discussion and you will get involved in the group positively. You will surely make people agree with you.
- 9) No need to go into much details: Some basic subject analysis is sufficient. No need to mention exact figures while giving any reference. You have limited time so be precise and convey your thoughts in short and simple language.
- 10) Formal dressing: Do not take it casually. No fancy and funny dressing. You should be comfortable while speaking in group. Positive gesture and body language will make your work easy.

# TEAM PRESENTATIONS

## Team Presentations

There may come a time when you are asked to give a presentation along with several other people. The advantages of team presentations are endless. Not only do you have the brains of many people, you also have the talents. If one person falls short in a certain area of presenting (for example, he isn't able to deliver financial reports and be engaging at the same time), another can pick up. But that doesn't lessen each individual's responsibility to the team. A team presentation can be quite a time commitment, but it is imperative to the success of the presentation that the group meet regularly to plan, to perfect, and to rehearse vigorously.

## The Plan's the Thing

Without planning thoroughly, the group members will lose direction quickly. Without planning, it is easy to wind up with four separate presentations, rather than a strong cohesive one. When the group is together for planning, to ensure maximum success, these are the points to cover:

- **Purpose:** Each person should be made aware of what the purpose of the team presentation is. It is important that they all be clear on why they are working together. This goes for the people who are assisting you behind the scenes.
- **Delegate Roles:** The group should assess each member's abilities, strengths, weaknesses, and background. You would not want a serious, monotone speaker to deliver the rousing and memorable conclusion to a speech—the more energetic member of the crew should do that. Nor do you want the creative team member to be delivering the technical information.

# TEAM PRESENTATIONS

- **Define Individual Purposes:** Each team member, now assigned a different role, must develop (with the group) his purpose and how that contributes to the overall purpose.
- **Map out a Logical Agenda:** It is time to decide who goes when and for how long. Keep in mind your audience, the group's time restraints, which part is most important, and what needs to be said.
- **How to Cover Introductions:** You have a few options as to how you can introduce the speakers. You can introduce everyone at the beginning of the entire presentation. You can also wait until each presenter is about to begin his part of the presentation. Another way to handle the introductions is to briefly introduce everyone in the beginning and then do a more in-depth introduction as each person begins his section. Introducing a speaker right before his speech serves as a good transition between speakers. "Here is Joan Smith. She will enhance the points Jack made and how they apply specifically to your situation. She is highly qualified to do this because she was a client of ours and knows how this applies across the board" serves both as an introduction and a transition.
- **Visual Aids:** All visual aids—for each person on the team—should look like they were designed by the same person. It is not good to have catchy, computerized visual aids for one person and hand-drawn transparencies for another. Be consistent! The most efficient way to accomplish this is to have one person designing all of the visual aids. This person can be a support staff member, or a team member, who is especially deft at graphics. The visual aids should have the same design and purpose, as the material allows. Go back to the chapter on visual aids and revisit the key points to make visual aids an integral part of your presentation, and not a distraction.

# TEAM PRESENTATIONS

- **How to Handle Questions and Interruptions:** It is good to maintain a consistency throughout the team presentation. A team captain should be in charge of the questioning procedure. He or she should field questions appropriately. Your group can accept questions all at once at the very end of the entire presentation, or they can accept questions at the end of each individual presentation. A more challenging option is to handle questions as they arise at any time during the presentation—this may be more desirable for a proposal presentation. The same applies for handouts and other interruptions—decide beforehand when and how handouts will be distributed and by whom. Also, are the audience members free to come and go as they please (this may be unavoidable in a client's busy office), or would you rather have them not be getting up and down during the presentation?
- **Plan Transitions:** Transitions can make or break a team presentation. The audience should be able to easily follow the presentation and make the connection between each speaker and how he is contributing to the team presentation. Comfortable and impactful transitions ("or passing the baton") make the difference between a so-so presentation and an outstanding one.

# TEAM BRIEFING

- Team briefing is a programme which brings managers together with their teams on a face to face basis so that information can be delivered, questions asked and feedback collected.
- A team briefing system is an excellent way to enable communication upwards, downwards and sideways throughout an organization.
- **The benefits of team briefing**
- Team briefing provides:
  - A channel for delivering clear messages and encouraging open communication
  - Timely face-to-face communication which prevents rumour and the grapevine from gaining credibility
  - A great form of two-way communication - it's not just about informing people, but listening and responding to questions and concerns
  - Employees with an opportunity to ask questions and for suggestions to be fed back from employees to the top
  - A greater awareness of organizational issues and involvement at all levels
  - A shared sense of mission, vision, collective aims and reasons about why we're working here
  - The ability to reduce misunderstanding within your team and within other parts of the University
  - Employees with up to date information on performance, results, progress and policy changes

# Communication Across Functional Areas

- Communication in HR – written notes given.
- **Communication in Finance**
- Successful financial decisions rely on understanding the [proper vocabulary and concepts](#). Here, communication and finance go hand in hand. The common term for this is [financial literacy](#).
- When you improve your financial literacy, you are improving your financial knowledge and abilities. For example, when you learn how to read a [balance sheet](#), you can make a more informed analysis of the financial situation your company is facing. You are now able to articulate this information to other executives, managers and staff members, and this will help your organization maintain a competitive edge.
- Effective financial communication requires you to become educated on specific business concepts. Some of these include:
  - Accounting.
  - [Cash flow](#) management.
  - Investment strategies.
  - Interpretation of financial documents.
  - Government
  - Banks

# Communication Across Functional Areas

- **Communication in Marketing**
- While every marketing position likely requires a mix of writing, [lead generation](#), public speaking, decision-making, networking, critical-thinking and researching skills, there are a few key skills that every marketer needs to have mastered. These include:
- **Analytics skills** – Take responsibility for your marketing. This includes creating the reports you need in order to make good decisions.
- **Assessment skills** – Weigh the opportunity costs of different programs then assess these options, choosing the best ones to achieve the ideal marketing and program mix for your company.
- **Forecasting skills** – It is necessary to know what is coming next and have a plan to execute.
- **Sales skills** – The [revenue cycle](#) doesn't belong solely to Sales. Marketers are responsible for demand generation, product marketing and social media interactions – all of which rely heavily on sales skills.
- **Communication skills** – You must be able to communicate with your prospects, customers, peers and managers in a clear and concise way about the value(s) your company provides.
- Without these skills no marketer can be truly successful. Marketers must spend time developing their competence in these areas so they can drive success inside their organizations. Those that possess these skills are known as Marketable Marketers!

# Communication Across Functional Areas

- **Communication in IT**
- Good IT professionals know technology. Great IT professionals also know communications.
- Here are 10 tips for IT professionals who want to improve their communication skills:
- **Empathy** is key. What is important to your listener? Frame the conversation from his or her perspective.
- Watch out for tech jargon. Terms and acronyms that are second-nature to you, might be foreign to the other person.
- Be careful not to sound superior when discussing topics in which you think you're better informed.
- If one or two email messages don't explain your perspective, switch to phone or in-person communications.
- Use email to prepare the person for a meeting or a phone conversation.
- Don't respond in the heat of the moment. Let your emotions cool off before hitting the Send button or picking up the phone.
- Find the best timing for the conversation: some people are grumpy in the mornings, sleepy after lunch and in a hurry at 5pm.
- If the person doesn't respond to your first email or voice message, don't take it personally. Follow up.
- Conclude the conversation by agreeing on the next steps, who will do what and what the due dates are.
- Be brief.

# UNIT 04

# Corporate Communication

- Corporate communication is a management function or department, like marketing, finance, or operations, dedicated to the dissemination of information to key constituencies, the execution of corporate strategy and the development of messages for a variety of purposes for inside and outside the organisation.
- **Corporate Communication** is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable point of view among [stakeholders](#) on which the company depends
- Three principal clusters forms the backbone of business and the activity of business organizations. These include [management communication](#), [marketing communication](#) & [organizational communication](#).
- **Management communication** takes place between management and its internal- external audiences. To support it organizations rely heavily on specialists in marketing communication and organizational communication.
- **Marketing communication** gets the bulk of the budgets in most organizations, and consists of product advertising, direct mail, personal selling, and sponsorship activities.
- **Organizational communication** consist of specialists in [public relations](#), public affairs, [investor relations](#), environmental communications, [corporate advertising](#), and [employee communication](#).
- The responsibilities of corporate communication are:
  - to promote the profile of the "company behind the brand" ([corporate branding](#))
  - to minimize discrepancies between the company's desired identity and brand features
  - to delegate tasks in communication
  - to formulate and execute effective procedures to make decisions on communication matters
  - to mobilize internal and external support for corporate objectives
  - to coordinate with international business firms

# Elements / components of Corporate Communication

- **Corporate branding** : A corporate brand is the perception of a company that unites a group of products or services for the public under a single name, a shared visual identity, and a common set of symbols. The process of corporate branding consists creating favorable associations and positive reputation with both internal and external stakeholders. The purpose of a corporate branding initiative is to generate a positive halo over the products and businesses of the company, imparting more favorable impressions of those products and businesses.
- **Corporate and organizational identity** : There are two approaches for identity:
  - **Corporate identity** is the reality and uniqueness of an organization, which is integrally related to its external and internal image and reputation through corporate communication
  - **Organizational identity** comprises those characteristics of an organization that its members believe are central, distinctive and enduring. That is, organizational identity consists of those attributes that members feel are fundamental to (central) and uniquely descriptive of (distinctive) the organization and that persist within the organization over time (enduring)".
- **Corporate responsibility** : Corporate responsibility (often referred to as [corporate social responsibility](#)), [corporate citizenship](#), sustainability, and even [conscious capitalism](#) are some of the terms bandied about the news media and corporate marketing efforts as companies jockey to win the trust and loyalty of constituents.
- **Corporate reputation** : [Reputations](#) are overall assessments of organizations by their stakeholders. They are aggregate perceptions by stakeholders of an organization's ability to fulfill their expectations, whether these stakeholders are interested in buying the company's products, working for the company, or investing in the company's shares.
- **Crisis communications**: Crisis communication is sometimes considered a sub-specialty of the public relations profession that is designed to protect and defend an individual, company, or organization facing a public challenge to its reputation. These challenges may come in the form of an investigation from a government agency, a criminal allegation, a media inquiry, a shareholders lawsuit, a violation of environmental regulations, or any of a number of other scenarios involving the legal, ethical, or financial standing of the entity.

# Elements / components of Corporate Communication

- **Investor relations** : The investor relations (IR) function is used by companies which publicly trade shares on a stock exchange. In such companies, the purpose of the IR specialist is to interface with current and potential financial stakeholders-namely retail investors, institutional investors, and financial analysts.
- **Public relations: issues management and media relations** : The role of the public relations specialist, in many ways, is to communicate with the general public in ways that serve the interests of the company. PR therefore consists of numerous specialty areas that convey information about the company to the public, including sponsorships, events, issues management and media relations.
  - **Issues management**
    - A key role of the PR specialist is to make the company better known for traits and attributes that build the company's perceived distinctiveness and competitiveness with the public.
  - **Media relations**
    - To build better relationships with the media, organizations must cultivate positive relations with influential members of the media. This task might be handled by employees within the company's media relations department or handled by a public relations firm.
  - **Company/spokesperson profiling**
    - These "public faces" are considered authorities in their respective sector/field and ensure the company/organization is in the limelight.
    - Managing content of corporate websites and/or other external touch points
    - Managing corporate publications – for the external world
    - Managing print media

# Persuasive Strategies in Business Communication

- **Persuasion** attempts to influence people's beliefs, attitudes, intentions, motivations, or behaviors in relation to an event, idea, object, or other person(s). **Persuasive communication** achieves five things: stimulation, convincing, call to action, increasing consideration, and tolerance for alternative perspectives.
- **Persuasion** is an act or process of presenting arguments to move, motivate, or change your audience. ... **Persuasion** is the process, and motivation is the compelling stimulus that encourages your audience to change their beliefs or behavior, to adopt your position, or to consider your arguments.
- For example, if Marketing manager is trying to persuade her company to produce chocolate candy bars made with potato chips. She is going to use persuasive strategies, such as **logos**, **ethos** and **pathos**, or **L.E.P.**, in order to convince her team that her idea is the best. An effective argument will use all three types of strategies to try and convince someone to take action.
- Ethos refers to the credibility of a speaker and includes three dimensions: competence, trustworthiness, and dynamism.
- Logos refers to the reasoning or logic of an argument. The presence of fallacies would obviously undermine (challenge) a speaker's appeal to logos.
- Pathos refers to emotional appeals. Stirring emotions in an audience is a way to get them involved in the speech, and involvement can create more opportunities for persuasion and action.
- **Persuasive writing :**
- Persuasive writing is a form of writing in which the writer uses words to convince the reader that the writer's opinion is correct in regard to an issue. Persuasive writing sometimes involves persuading the reader to perform an action, or it may simply consist of an argument or several arguments to align the reader with the writer's [point of view](#). Persuasive writing is one of the most commonly used writing types in the world.

# AIDA Model

- **AIDA** is an [acronym](#) that stands for **A**ttention, **I**nterest, **D**esire and **A**ction. The AIDA model is widely used in [marketing](#) and [advertising](#) to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand through to when the consumer trials a product or makes a purchase decision.

The steps proposed by the AIDA model are as follows:<sup>[2][3]</sup>

- **Attention** - The consumer becomes aware of a category, product or brand (usually through advertising)



- **Interest** - The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle



- **Desire** - The consumer develops a favorable disposition towards the brand.



- **Action** - The consumer forms a purchase intention, shops around, engages in trial or makes a purchase

# Ethics in Business Communication

- **Ethical issues of [business communication](#)** is the process by which individuals exchange information between other individuals or groups of people. Throughout the process, effective communicators try as clearly and accurately to convey their thoughts, intentions and objectives to their receiver. Communication is successful only when both the sender and the receiver understand the same information.
- Some of the vital characteristics of ethical communication are discussed below.
- **Conveying the point without offending the audience:** While communicating to the audience, conveying the desired message to them in a significant manner is of primary importance.
- **Maintain a relationship with the audience:** Maintaining the same wavelength with the audience is very important for a communicator to ensure the audiences feel at home. Experienced communicators immediately build a relationship based on trust with the audience as soon as they start speaking
- **Avoid withholding crucial information:** In the modern era, information is vital for all decisions. Hence, it is vital for any organization to be cautious when communicating with the public. The communicated information should be absolute and all vital information must be conveyed appropriately. Purposely withholding crucial information might result in the public conceiving a bad image.
- **Well organized value system:** In order to ensure that this concept is successfully practiced and understood in an organization, a well-organized value system must be established throughout the organization by the top management. If an organization functions on the base of value systems common to both the top management and the employees, mutual respect between them will be present. A sound and healthy value system can make way for ethical communication.
- **Accuracy of information is necessary:** Any information that is to be passed on must be true and accurate. Communicating without checking the truth of the information can be highly dangerous for the organization. Identification of the source and testing the information is necessary before communicating it.

# The Advantages of Ethical Behavior in Business

- Ethical people are those who recognize the difference between right and wrong and consistently strive to set an example of good conduct.
- **Build Customer Loyalty** : Consumers may let a company take advantage of them once, but if they believe they have been treated unfairly, such as by being overcharged, they will not be repeat customers. Having a loyal customer base is one of the keys to long-range business success because serving an existing customer doesn't involve marketing cost, as does acquiring a new one. A company's reputation for ethical behavior can help it create a more positive image in the marketplace, which can bring in new customers through word-of-mouth referrals.
- **Retain Good Employees** : Talented individuals at all levels of an organization want to be compensated fairly for their work and dedication. They want career advancement within the organization to be based on the quality of the work they do and not on favoritism. Companies who are fair and open in their dealings with employees have a better chance of retaining the most talented people.
- **Positive Work Environment** : Employees have a responsibility to be ethical from the moment they have their first job interview. They must be honest about their capabilities and experience. Ethical employees are perceived as team players rather than as individuals just out for themselves. They develop positive relationships with coworkers. Their supervisors trust them with confidential information and they are often given more autonomy as a result.
- **Avoid Legal Problems** : At times, a company's management may be tempted to cut corners in pursuit of profit, such as not fully complying with environmental regulations or labor laws, ignoring worker safety hazards or using substandard materials in their products. The penalties for being caught can be severe, including legal fees and fines or sanctions by governmental agencies. The resulting negative publicity can cause long-range damage to the company's reputation that is even more costly than the legal fees or fines. Companies that maintain the highest ethical standards take the time to train every member of the organization about the conduct that is expected of them.

# Business Communication Aids

- A communication aid helps a person to communicate more effectively with those around them. There are various types, ranging from the simple (for example, a letter board) to the complex, including sophisticated software and hardware.

## • Audio Visual Aids Definition

These are sensory objectives and images which stimulate and emphasis on learning process. It is a trainable (motivation, classification and stimulation) process of learning.

## • Objectives of Teaching Aids

- To enhance teachers skills which help to make teaching-learning process effective
- Make learners active in the classroom
- Communicate them according to their capabilities
- Develop lesson plan and build interest
- To make students good observer
- Develop easy and understandable learning material
- Follow child cornered learning process
- Involve intimation in objectives
- To create interest in different groups
- To make teaching process more effective

- It can be classified simply on the bases of sensory experience. Because human beings derive their experiences mainly through direct sensory contact. Keeping this in view, it can be classified in to three main groups:
- **Audio Aids** examples are Radio, Tape-recorder, Gramophone, Audio cassette player, Language laboratory
- **Visual Aids** examples are Chart, Black-while board,Maps,Pictures, Models, books, Slide projector, Print materials etc.
- **Audiovisual Aids** examples are LCD project, Film projector, TV, Computer, VCD player, Virtual Class, Multimedia etc.

- **Advantages**

- Its helps to make learning process more effective and conceptual.
- Its helps to grab the attention of students
- It builds interest and motivation teaching students learning process
- It enhance the energy level of teaching and students
- It is even better for over burden classrooms
- It provides students a realistic approach and experience

- **Disadvantages**

- Technical Problems
- Expensive
- Time consuming
- Need Space
- Convenience

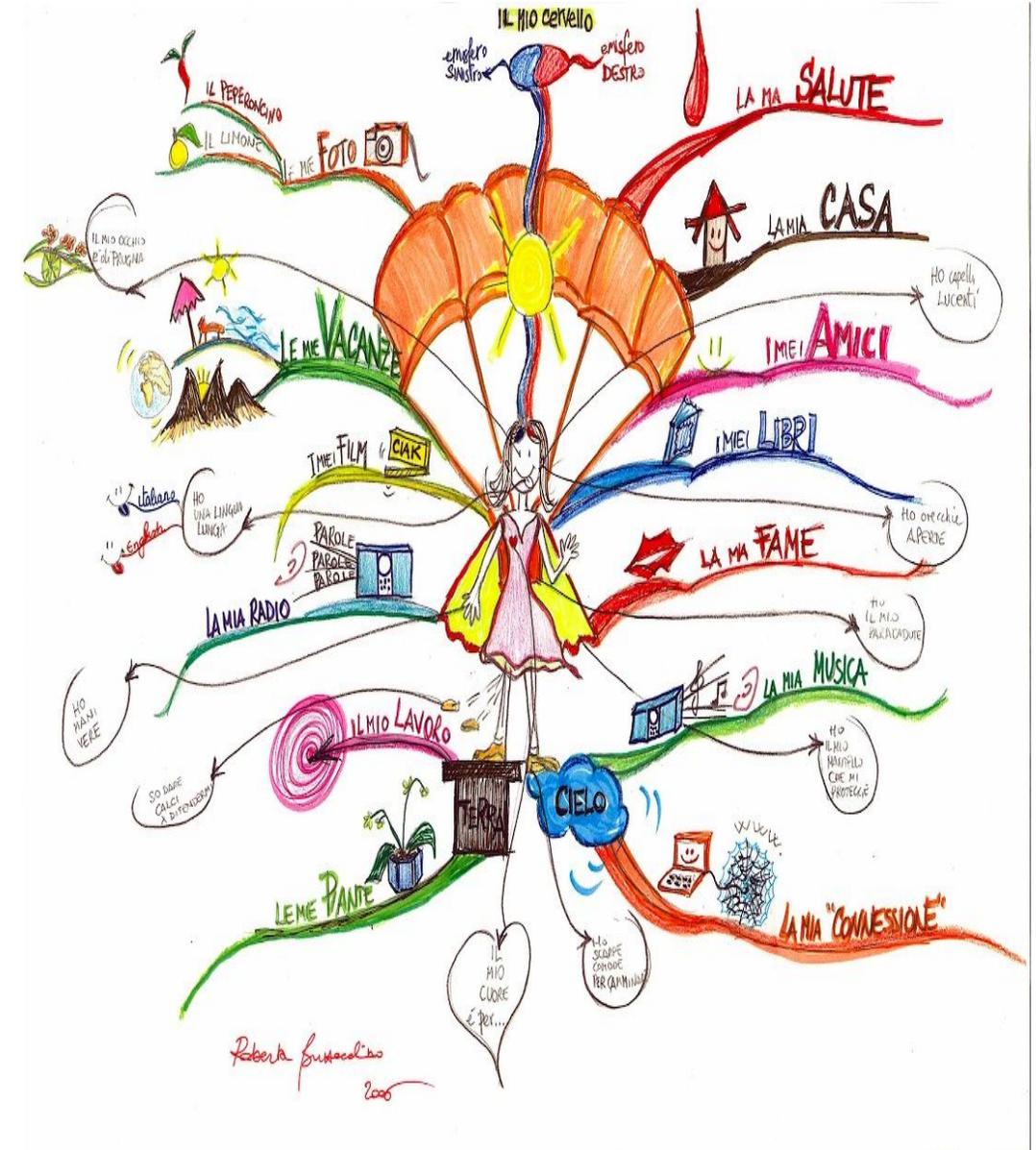
# UNIT 05

# Planning The Presentation

- **Brainstorming :**
- **Brainstorming** is a [group creativity technique](#) by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.
- [Process](#) for generating [creative](#) ideas and solutions through intensive and freewheeling [group](#) discussion. Every [participant](#) is encouraged to think aloud and suggest as many ideas as possible, no matter seemingly how outlandish or bizarre. [Analysis](#), discussion, or [criticism](#) of the aired ideas is allowed only when the brainstorming session is over and [evaluation](#) session begins.
- **Group Brainstorming**
- Here, you can take advantage of the full experience and creativity of all team members. When one member gets stuck with an idea, another member's creativity and experience can take the idea to the next stage. You can develop ideas in greater depth with group brainstorming than you can with individual brainstorming.
- Another advantage of group brainstorming is that it helps everyone feel that they've contributed to the solution, and it reminds people that others have creative ideas to offer. It's also fun, so it can be great for team building!
- Where possible, participants should come from a wide range of disciplines. This cross-section of experience can make the session more creative. However, don't make the group too big: as with other types of teamwork, groups of five to seven people are usually most effective.

# Planning The Presentation

- **Mind Mapping :**
- Mind mapping is one of the best ways to capture your thoughts and bring them to life in visual form. Beyond just note-taking, though, mind maps can help you become more creative, remember more, and solve problems more effectively. Whether you're new to mind maps or just want a refresher, here's all you need to know about this technique.
- A mind map is basically a diagram that connects information around a central subject. I like to think of it like a tree, although it has more of a radial structure. In any case, at the center is your main idea, say, poetry, and the branches are subtopics or related ideas, such as types of poetry, famous poets, and poetry publications. Greater levels of detail branch out from there and branches can be linked together.
- Mind maps can be used for pretty much any thinking or learning task, from studying a subject (such as [a new language](#)) to [planning your career](#) or even [building better habits](#).



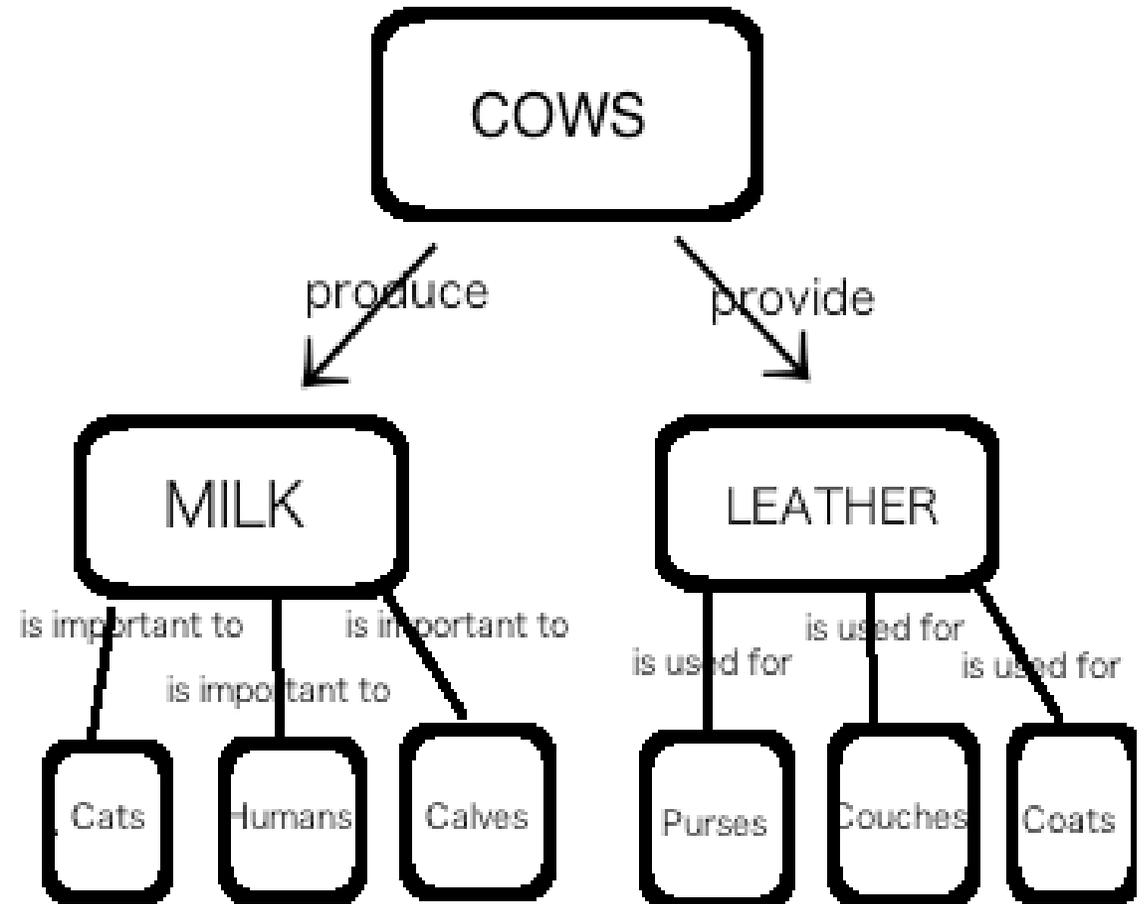
# Planning The Presentation

- **Concept Maps :**

- Used as a learning and teaching technique, concept mapping visually illustrates the relationships between concepts and ideas. Often represented in circles or boxes, concepts are linked by words and phrases that explain the connection between the ideas, helping students organize and structure their thoughts to further understand information and discover new relationships. Most concept maps represent a hierarchical structure, with the overall, broad concept first with connected sub-topics, more specific concepts, following.

- **Benefits of Concept Mapping**

- Helping students brainstorm and generate new ideas
- Encouraging students to discover new concepts and the propositions that connect them
- Allowing students to more clearly communicate ideas, thoughts and information
- Helping students integrate new concepts with older concepts
- Enabling students to gain enhanced knowledge of any topic and evaluate the information



# Executing The Presentation

- **Chunking :**

- **Arranging Information Into Smaller Groups Lets Us Better Remember It .**

- Chunking is a term referring to the process of taking individual pieces of information (chunks) and grouping them into larger units. By grouping each piece into a large whole, you can improve the amount of information you can remember.
- Probably the most common example of chunking occurs in phone numbers. For example, a phone number sequence of 4-7-1-1-3-2-4 would be chunked into 471-1324.
- By separating disparate individual elements into larger blocks, information becomes easier to retain and recall.
- This is due mainly to how limited our [short-term memory](#) can be. While some research suggests people are capable of storing between five and nine units of information, more recent research posits that short-term memory has a capacity for about four chunks of information.

- **Creating Outlines :**

- An outline is a way of formally arranging and developing your ideas. Though formal in form, there is a great amount of flexibility in how you might approach making an outline. It can be made either before you've written a single word on the topic or after a draft or two. It can quickly cover the main ideas or become a detailed, in-depth undertaking.

- **Use of Templates and Graphics :**

- In desktop publishing, templates are pre-designed documents that we can use to create business cards, brochures, greeting cards, or other desktop documents.
- Maintain consistency with newsletters or between related marketing pieces.
- If you're a non-designer, use templates to give a more professional edge to your own marketing materials.

# Impressing The Audience

- **Use of Font , Color and Layout :**

You can change the theme and language used on your site, or change the font and colors for each element of your pages. You can also change how users on mobile devices see your page.

- **Importance of practice and performance**

- Growing up, we all heard the expression “practice makes perfect” from our high school coach/music teacher.
- Our bodies need practice with race fueling. But too often we overlook the importance of practicing. Practice improves the performance.
- *Talent is one of the last edge for differentiation. Any company can have a product. The difference is the quality of that product comes with the value of the talent you have.*

The End