ENGLISH COMMUNICATION

ACE-01

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English Communication

Unit -1 Basics of Technical Communication

Technical Communication: features; Distinction between General and Technical communication; Language as a tool of communication; Levels of communication: Interpersonal, Organizational, Mass communication; The flow of Communication: Downward, Upward, Lateral or Horizontal (Peer group); Importance of technical communication; Barriers to Communication.

Unit - II Constituents of Technical Written Communication

Words and Phrases: Word formation. Synonyms and Antonyms; Homophones; Select vocabulary of about 500-1000 New words; Requisites of Sentence Construction: Paragraph Development: Techniques and Methods -Inductive, Deductive, Spatial, Linear, Chronological etc; The Art of Condensation- various steps.

Unit - III Forms of Technical Communication

Business Letters: Sales and Credit letters; Letter of Enquiry; Letter of Quotation, Order, Claim and Adjustment Letters; Job application and Resumes. Official Letters: D.O. Letters; Govt. Letters, Letters to Authorities etc. Reports: Types; Significance; Structure, Style & Writing of Reports. Technical Proposal; Parts; Types; Writing of Proposal; Significance. Technical Paper, Project. Dissertation and Thesis Writing: Features, Methods & Writing.

Unit - IV Presentation Strategies

Defining Purpose; Audience & Locale; Organizing Contents; Preparing Outline; Audio-visual Aids; Nuances of Delivery; Body Language; Space; Setting Nuances of Voice Dynamics; Time- Dimension.

Unit - V Value- Based Text Readings

Following essays form the suggested text book with emphasis on Mechanics of writing,

(i) The Aims of Science and the Humanities by M.E. Prior

(ii) The Language of Literature and Science by A.Huxley

(iii) Man and Nature by J.Bronowski

(iv) The Mother of the Sciences by A.J.Bahm

(v) Science and Survival by Barry Commoner

(vi) Humanistic and Scientific Approaches to Human Activity by Moody E. Prior

(vii) The Effect of Scientific Temper on Man by Bertrand Russell.

Unit -I

Basics of Technical Communication

Technical Communication

Technical communication is a broad field and includes any form of communication that exhibits one or more of the following characteristics:

- Communicating *about technical or specialized topics*, such as computer applications, medical procedures, or environmental regulations.
- Communicating *by using technology*, such as web pages, help files, or social media sites.
- Providing *instructions about how to do something*, regardless of how technical the task is or even if technology is used to create or distribute that communication.
The value that technical communicators deliver is twofold: They make information more useable and accessible to those who need that information, and in doing so, they advance the goals of the companies or organizations that employ them. The following examples illustrate the value of the products technical communicators produce or the services they provide.

- Software instructions help users be more successful on their own, improving how easily those products gain acceptance into the marketplace and reducing costs to support them.
- Medical instructions help patients and care-providers manage a patient's treatment, improving the health of the patient while reducing costs and risks associated with incorrect care.
- Functional specifications and proposals help one group of technical experts communicate effectively with other technical experts, speeding up development cycles, reducing rework caused by misunderstandings, and eliminating risks associated with miscommunication.
- Training programs provide people with new or improved skills, making them more employable and their organizations and products more efficient and safe.
- Well-designed websites make it easier for users to find information, increasing user traffic to and satisfaction with those websites.
- Technical illustrations clarify steps or identify the parts of a product, letting users focus on getting their task done quickly or more accurately.
- Usability studies uncover problems with how products present themselves to users, helping those products become more user friendly.

The following is a partial list of the different jobs within technical communication:

- Technical Writers & Editors
- Indexers
- Information Architects
- Instructional Designers
- Technical Illustrators

- Globalization & Localization Specialists
- Usability & Human Factors Professionals
- Visual Designers
- Web Designers & Developers
- Teachers & Researchers of Technical Communication
- Trainers and E-Learning Developers

  What all technical communicators have in common is a user-centered approach to providing the right information, in the right way, at the right time to make someone's life easier and more productive.

Features

Professional communication refers to the oral, written, visual, and digital forms of delivering information in the context of a workplace. Effective professional communication is critical in today's world. Most problems in an organization arise as a result of poor communication. Effective communication ensures a smooth flow of ideas, facts, decisions, and advice. This way, employees eliminate hindrances in achieving the organization's target.

On the other hand, poor communication may lead to the loss of time, money, opportunity, energy, and even good will in any enterprise. It is, therefore, essential to understanding the various features of professional communication. As a result, you will be able to foster growth and development in the organization. This article lists some of the most critical features of professional communication.

1. Accuracy

Accuracy is one of the most vital features of professional communication. The relayed information needs to be correct. Inaccurate information cannot be viewed as credible. It significantly undermines the reputation of any organization. It may also attract litigation. Additionally, anyone who relays incorrect information also risks losing their credibility.

Apart from the accuracy of the content conveyed, effective professional communication also needs to be accurate even in simple things such as grammar, spelling, and punctuation. Even one mistake has the potential to lead to miscommunication between parties. Consequently, this may lead to financial losses for the business.

2. Clarity and Brevity

Communication needs to be brief and to the point. Professionals don't have time to read long circulars and letters littered with superfluous information. They will feel more comfortable with short letters designed to convey the message quickly.

Additionally, the information therein needs to be clear and free from any ambiguity. Therefore, a professional communicator needs to be conscious of the objective of their communication. This way, they avoid ambiguity which breeds miscommunication.

3. Distinctiveness

Communication in the professional world is done with a particular goal in mind. Generic professional communication will not achieve the intended objective. One needs to be specific to communicate effectively. The more specific the message is, the more the target audience is likely to understand it and the more it meets the desired objective.

Any communication in an organization should only deal with one particular subject at a time. This is the only way to reach effective results. Dealing with multiple issues at a time has the potential to create chaos and confusion. This is a threat to sound management.

4. Segmentation

When it comes to professional communication, employees in any organization, even the small ones, will have different needs, interests, and desires. Therefore, communication needs to be tailored to meet the specific needs of the target audience for it to have the desired effect or impact.

Communication in any organization needs to be segmented for specific departments. For example, writing one letter to all the departments and individuals may not be an effective way of communicating. The communicator should tailor the information to particular departments. Additionally, communication should be handled by an individual specialized in the workings of specific departments especially when expert knowledge is required.

5. Continuity

Continuity is also one of the most crucial features of professional communication. Communication must always be present in an organization. Without it, a company cannot claim to exist. As blood circulation is critical to a living body so is communication to a company. Managers should, therefore, ensure that communication is adequate and flowing smoothly in all directions.

Whenever there is a breakdown in communication, a misunderstanding arises leading to unfavorable hostility, conflict, and attitudes. Therefore, communication needs to be continuous. It should move up, down, and sideways to ensure that all concerned parties remain in the loop and are participating actively.

6. Internal and External Fields

Communication in an organization is primarily internal. It is an essential component in administrative function and is targeted to employees and other members belonging to a company. A public notice informing members of an annual general meeting in an organization is an example of internal communication. Internal communication may be either vertical or horizontal.

Communication may also go beyond the borders of an organization. When it extends to external parties who aren't necessarily members of the company, it is referred to as external communication. Such communication is usually intended to maintain relationships between external parties and the organization. It has a broad coverage and occurs less frequently than internal communication.

7. Two-Way Traffic

Communication is a two-way traffic. As it flows downwards from a superior to a subordinate, so should it flow upwards. For instance, when a manager conveys information to the employees, they should be ready to receive reactions and responses. Otherwise, they may not meet objectives efficiently.

The chain of communication is not complete until the receiver gets the message and the sender receives the response. Management should be able to speak, inform and order. On the other hand, they should also be good at listening. Employees deserve an opportunity to share their opinions, thoughts, and feedback. Two-way communication benefits management and employees. In the end, the entire organization will have to gain.

8. Multi-Channel

Communication can be achieved through a wide variety of channels to ensure that it reaches audiences in different forms of settings. There are many channels to choose from including meetings, print, and bulletin boards. These fall under the category of traditional forms of professional communication. The new electronic means of communication are email, social media, smartphone, and chat app.

Many factors should inform the choice of the medium used to communicate. The communicator should consider the nature of the communication, the sense of urgency, and the distance between them and the recipient.

Final Word

Effective communication is critical to any organization. It is, therefore, imperative to understand the essential features of professional communication. Communication needs to be accurate, brief, to the point, continuous, specific, and segmented. It can either be internal and external. Moreover, we can channel it through a wide variety of mediums including print, oral, and electronic.

Communicators in the professional world have a lot of tools at their disposal and should choose which ones to use carefully. They should factor the essential features of professional communication and take their audience and intended goals into consideration before making decisions to ensure that their efforts pay off.

Distinction between General and Technical communication

Business Communication and general communication are two major branches of communication. When we exchange information unrelated to business, it is called general communication and when information related to business is exchanged among business people, it's called Business Communication. The methods, process, types and principles etc. of Business Communication remain almost same with those of general communication. The basic differences lie in their objectives, styles and areas of application. The differences between Business Communication and General Communication are shown below form different viewpoints:

Business Communication and general communication

1. Business Communication deals with only business related information and General Communication deals with the information except business.
2. Business Communication It is more formal, direct and well organized and General Communication It is less formal, indirect and not well organized.
3. Business Communication It uses certain formats to convey message and General Communication has Different formats are used here according to the will of the communication.
4. Business Communication There is no scope of using personal feelings or emotions or opinion in business messages and General Communication is Personal feelings, emotions and opinions take most of the part of general communication.
5. Business Communication It always deals with practical information and General Communication Sometimes general communication may contain factious information.
6. Business Communication It is impartial and objective and General **Communication** It may be partial and subjective.

Business Communication	General Communication
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5. It always deals with practical information.	5. Sometimes general communication may contain factious information.
6. It is impartial and objective	6. It may be partial and subjective.
7. The purpose of every message in business communication is to elicit certain action.	7. General communication may be done just to inform the parties about certain matters.
8. Tables, charts, graphs, photos, diagram etc. are frequently used in Business Communication.	8. Tables, charts, graphs, photos, diagram etc are rarely used here.

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9. Business Communication has Business messages frequently persuade the employees, customers or clients to do certain job and General Communication is done for general or personal affairs.

10. Business Communication Feedback is more important here because the success of Business Communication largely depends on it and General Communication Feedback is not so important here in all cases.
11. Business messages are kept as legal evidence and General Communication Personal messages are not always considered as legal evidence.

Business Communication and general communication

From the above discussion, it can be said that Business Communication and General or personal Communication both are important for us, yet there are some important differences. The application, style, method, formalities of both the communication systems must be considered with due importance to make them effective.

Language as a tool of communication

When we try to define language, the first thing that comes to mind is words. Language is a system of words and sounds to communicate ideas in a meaningful way. By changing the word order in a sentence, one can change its meaning, or even make it meaningless.

Language arose out of the human need to communicate. It is a well-established fact that effective communication is made possible with the help of language. One does not have to be a good linguist in order to acquire good language skills. However, a basic knowledge of the theory of language will certainly help to understand the intricacies of writing and speaking clearly. Though it is accepted that language is universal, it cannot be denied that it is also specific to individuals. Our use of language reflects our personality and gives an insight into our thinking.

People use language to express their experiences. Since language is not exact, many a time it leads to misunderstandings. Being aware of the basic characteristics of language can help us understand this better and communicate more effectively.

Famous linguists Noam Chomsky and Ferdinand de Saussure classified language as

- Artificial
- Restricted
- Abstract
- Arbitrary
- Creative
- Redundant
- Recursive

Language as artificial:

Language is created by people. It does not exist in isolation or outside the minds of people. It is created by humans based on their needs. Every symbol is attached to a particular thought or thing, called a referent.

Let us take the word AIDS, which did not exist until people were infected by this contagious disease. The process of how this word was created is easy to trace. But this is not always possible. Now, let us consider connotation of the word gay, although it originally meant ‘uninhibited and carefree’, somewhere in the twentieth century it came to mean ‘a homosexual’. Humans attach meanings to words according to needs, and modify these meanings according to changing needs. This is why we say that the language is artificial.

Language is restricted:

When we think and translate our thoughts into language, some meaning is lost in the process. No symbol or word can transmit our exact perception. That is one reason we sometimes find ourselves saying that we cannot find words to express our feelings. This is because language is restricted.
In other words, it has limitations. To overcome the limiting quality of language, people add meaning to their words with non-verbal cues to explain things better.

Language as abstract:

To be abstract is to generalize, and to generalize is to leave out many details. Language is abstract because it represents generalized ideas of things or thoughts. A word could represent different ideas at different times. For example, ‘dress’ can represent anything from a frock to a sari.
Abstractness is an important feature of language. It is this feature that makes all generalization possible. When we talk about a number of similar items, such as paper clips, pins, staples, etc., we can group them through abstraction, labeling their common features. This makes it possible to not to constantly redefine the new information we receive.

Language is arbitrary:

How did words acquire their meanings? There is no direct relationship between a word and the idea or object it represents. Language has evolved as a cultural system of agreements in which words represent certain symbols, thoughts, or they may have been onomatopoeic, i.e., the words might have contained sounds similar to the noises they described (ex: buzz, drizzle, murmur). Learning these agreements is part of learning a particular language.

To summarize, language keeps changing to include new concepts, and words can assume a number of specific and arbitrary meanings.

Language is creative:

Language is indeed creative, and its ability to generate so many words every day is a marvel. Every year innumerable words are added to the dictionary. These words can be added by different processes: borrowing – taking over words from other languages such as 'alcohol' from Arabic and 'boss' from Dutch, constructing portmanteau words – words made by combining the sound and meaning of two different words, ex: Edutainment = education + entertainment, back formation – where a word of one type is reduced to a word of another type, ex: 'opt' for option.

Language is redundant:

Whatever language you use, it has the capacity for redundancy or repetition. This may either improve or impede effective communication. A closer look at the sentence, a couple of girls are riding their bicycles indicates that repetition of information makes the meaning clear. On the other hand, excessive and unnecessary repetition may lead to verbosity or wordiness without contributing to the meaning.

Language is recursive:

Recursion is the characteristic of language which enables one to generate any number of sentences using the same basic grammatical templates. It also allows one to express any idea, thought, or feeling with immense freedom. It implies that there is no limit to the potential length of a sentence.

It is absolutely true language is a tool of communication. Though human beings can communicate without language, but non-verbal communication is very limited. The reality is language is the medium of communication.

Languages are nothing but the communication of one soul to another through written symbols and sounds. These symbols represent equivalent meanings that need to be interpreted by the listeners. Every human being has the ability to speak, write and understand languages (exceptions are always there), however not everyone has the gift of gab.

There are a myriad number of languages spoken and written in the entire world. However they are the channels of expression of same universal emotions, feelings, knowledge, and wisdom. Approximately there are 6,500 languages that are spoken or written in the world.

In order to become a skilled user of any one language, one really has to practice very hard. There are basically two levels of skill in languages. One is the ordinary level, which we learn by default owing to the exposure to a language. The other is fluent level of language skills that can only be acquired by conscious training. It does not happen; one has to make it happen.

In order to be fluent user of a language one has to master one's basics in the Grammar, Phonetics, Spelling, Pronunciation, Structures, Tone, Intonation, Clarity, Creativity, Innovation, Reading, Writing, Listening skills of a particular language.

The secret to mastery of fluency in any language remains the same—hard work with perseverance.

Levels of communication

Types & Levels of Communication

We communicate with one another on many different levels.

Because we do not have direct access to the thoughts and feelings of other people, we must rely on communication to convey messages to one another. There is more to communication than simply using language to speak to one another. Communication exists on a number of levels and in a variety of forms.

Verbal Communication

Verbal communication refers to the use of symbols in the form of spoken words to transmit messages. Verbal communication is complicated by the fact that language is arbitrary, meaning that words change over time; ambiguous, meaning that many words lack clear-cut meanings; and abstract, meaning that words are not the phenomena to which they refer. Thus, miscommunication occurs when the meaning we attach to a word changes with time, when a word lacks a clear-cut, precise meaning or when words are used that are too general. For example, the word "love" is a very imprecise term; one person's definition of love may differ substantially from another person's.

Nonverbal Communication

Nonverbal communication refers to the use of symbols other than words to transmit messages. It includes gestures, body language, how we utter words, aspects of our environment that influence meaning and objects such as jewelry, furniture and clothing that send people messages about ourselves. Research suggests that nonverbal communication constitutes anywhere between 65 and 93 percent of all human communication. Just like words, nonverbal symbols are ambiguous. What is a polite gesture to one person may be considered rude by another person. Certain forms of nonverbal communication may also have different meanings in different cultures. For example, direct eye contact is appropriate in U.S. society but considered disrespectful in many Asian countries.

Intrapersonal Communication

Intrapersonal communication is also known as self-talk or thinking, and refers to the ways we communicate with ourselves. We use intrapersonal communication to plan our lives, rehearse scenarios before we act them out, and tell ourselves what to do or not do. The way we communicate with ourselves greatly affects our self-esteem. A person who tells himself, "I'm so stupid" when he fails an exam will likely have poorer self-esteem than someone who thinks, "I did really well on the previous four exams. I must have just been having an off day, and I'll do better next time."

Interpersonal Communication

Interpersonal communication is the communication we have with other people. This type of communication varies from highly impersonal to extremely personal.
The degree to which we communicate, or fail to communicate, with others influences how our relationships with them develop, continue or come to an end.

Public Communication

Public communication refers to public speeches that we deliver in front of audiences. Public communication serves three main purposes: to entertain, to persuade and/or to inform. It is different from other forms of interaction in that it requires greater levels of planning and preparation on the part of the speaker and involves less direct interaction. Audience members still interact with the speaker via mostly nonverbal symbols, but there is a lesser degree of give and take than there is in one-on-one conversations.

Mass Communication

Mass communication refers to any type of media that is used to communicate with mass audiences. Examples of mass media include books, television, radios, films, computer technologies, magazines and newspapers. Although mass communication does include certain computer technologies, it does not include technologies like email that are used to communicate one-on-one with someone. Mass communication is responsible for giving us views of events, issues and people from cultures that differ from ours. It enables us to learn what is going on in distant places in the world and lets us learn the viewpoints of people and cultures with whom we do not have direct contact.

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The levels of communication are the following.. 1) INTRAPERSONAL COMMUNICATION- is language use or thought internal to the communicator. Intrapersonal communication is the active internal involvement of the individual in symbolic processing of messages. The individual becomes his or her own sender and receiver, providing feedback to him or herself in an ongoing internal process. It can be useful to envision intrapersonal communication occurring in the mind of the individual in a model which contains a sender, receiver, and feedback loop. Although successful communication is generally defined as being between two or more individuals, issues concerning the useful nature of communicating with oneself and problems concerning communication with non-sentient entities such as computers have made some argue that this definition is too narrow. In Communication: The Social Matrix of Psychiatry, Jurgen Ruesch and Gregory Bateson argue that intrapersonal communication is indeed a special case of interpersonal communication, as "dialogue is the foundation for all discourse." Intrapersonal communication can encompass:

Day-dreaming

Nocturnal dreaming, including and especially lucid dreaming

Speaking aloud (talking to oneself), reading aloud, repeating what one hears; the additional activities of speaking and hearing (in the third case of hearing again) what one thinks, reads or hears may increase concentration and retention. This is considered normal, and the extent to which it occurs varies from person to person. The time when there should be concern is when talking to oneself occurs outside of socially acceptable situations.[1]

Writing (by hand, or with a wordprocessor, etc.) one's thoughts or observations: the additional activities, on top of thinking, of writing and reading back may again increase self-understanding ("How do I know what I mean until I see what I say?") and concentration. It aids ordering one's thoughts; in addition it produces a record that can be used later again. Copying text to aid memorizing also falls in this category.

Making gestures while thinking: the additional activity, on top of thinking, of body motions, may again increase concentration, assist in problem solving, and assist memory.

Sense-making (see Karl Weick) e.g. interpreting maps, texts, signs, and symbols

Interpreting non-verbal communication (see Albert Mehrabian) e.g. gestures, eye contact

Communication between body parts; e.g. "My stomach is telling me it's time for lunch."

2.)INTERPERSONAL COMMUNICATION-Interpersonal communication is defined by communication scholars in numerous ways, though most definitions involve participants who are interdependent on one another, have a shared history. Communication channels are the medium chosen to convey the message from sender to receiver.

Communication channels can be categorized into two main categories: Direct and Indirect channels of communication. Direct channels are those that are obvious and can be easily recognized by the receiver. They are also under direct control of the sender. In this category are the verbal and non-verbal channels of communication. Verbal communication channels are those that use words in some manner, such as written communication or spoken communication. Non-verbal communication channels are those that do not require silly words, such as certain overt facial expressions, controllable body movements (such as that made by a traffic police to control traffic at an intersection), color (red for danger, green means go etc), sound (sirens, alarms etc.). Indirect channels are those channels that are usually recognized subliminally or subconsciously by the receiver, and not under direct control of the sender. This includes kinesics or body language, that reflects the inner emotions and motivations rather than the actual delivered message. It also includes such vague terms as "gut feeling", "hunches" or "premonitions". Channels means mode of communicating the messages. Participants is the communicators who are both senders and receivers. Context refers to the interrelated condition of communication. It consists of such factors as: physical Milieu

Balance of interpersonal communication

The Johari window model focuses on the balance of interpersonal communication. Interpersonal communication encompasses:

Speech communication

Nonverbal communication

Unconscious communication

summarizing

paraphrasing

listening

questioning

Initiating: Declaring one's conversational intent and inviting consent from one's prospective conversation partner

Turn-taking: Managing the flow of information back and forth between partners in a conversation by alternating roles of speaker and listener

Having good interpersonal communication skills support such processes as:

parenting

intimate relationship

management

selling

counseling

coaching

mentoring and co-mentoring, which is mentoring in groups

conflict management

Interpersonal communication is the subject of a number of disciplines in the field of psychology, notably Transactional analysis. 3.) GROUP COMMUNICATION- refers to the nature of communication that occurs in groups that are between 3 and 12 individuals. Small group communication generally takes place in a context that mixes interpersonal communication interactions with social clustering. 4.) PUBLIC COMMUNICATION- It's at the heart of our economy, society, and politics. Studios use it to promote their films. Politicians use it to get elected. Businesses use it to burnish their image. Advocates use it to promote social causes. It's a field built on ideas and images, persuasion and information, strategy and tactics. No policy or product can succeed without a smart message targeted to the right audience in creative and innovative ways.

Communication

Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior. In communication process, a sender(encoder) encodes a message and then using a medium/channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/reply using a medium/channel.

Types of Communication

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affects communication. So, there are variety of types of communication.

Verbal Communication

Verbal communication refers to the the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing.

Objective of every communication is to have people understand what we are trying to convey. In verbal communication remember the acronym KISS(keep it short and simple).

When we talk to others, we assume that others understand what we are saying because we know what we are saying. But this is not the case. usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in delivering the right meaning.

So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view. Would he understand the message? how it would sound on the other side of the table?

Verbal Communication is further divided into:

Oral Communication

Written Communication

Oral Communication

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking.

Advantages of Oral communication are: It brings quick feedback. In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

Disadvantage of oral communication In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a

Written Communication

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

Written Communication is most common form of communication being used in business. So, it is considered core among business skills.

Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication. For communicating with external environment in writing, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.

Advantages of written communication includes: Messages can be edited and revised many time before it is actually sent. Written communication provide record for every message sent and can be saved for later study. A written message enables receiver to fully understand it and send appropriate feedback.

Disadvantages of written communication includes: Unlike oral communication, Written communication doesn't bring instant feedback. It take more time in composing a written message as compared to word-of-mouth. and number of people struggles for writing ability.

Nonverbal Communication

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.

Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflects the situation more accurately than verbal messages. Sometimes nonverbal response contradicts verbal communication and hence affect the effectiveness of message.

Nonverbal communication have the following three elements:

Appearance Speaker: clothing, hairstyle, neatness, use of cosmetics Surrounding: room size, lighting, decorations, furnishings

Body Language facial expressions, gestures, postures

Sounds Voice Tone, Volume, Speech rate

Types of Communication Based on Purpose and Style

Based on style and purpose, there are two main categories of communication and they both bears their own characteristics. Communication types based on style and purpose are:

Formal Communication

Informal Communication

Formal Communication

In formal communication, certain rules, conventions and principles are followed while communicating message. Formal communication occurs in formal and official style. Usually professional settings, corporate meetings, conferences undergoes in formal pattern.

In formal communication, use of slang and foul language is avoided and correct pronunciation is required. Authority lines are needed to be followed in formal communication.

Informal Communication

Informal communication is done using channels that are in contrast with formal communication channels. It’s just a casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. It happens among friends and family. In informal communication use of slang words, foul language is not restricted. Usually. informal communication is done orally and using gestures.

Informal communication, Unlike formal communication, doesn’t follow authority lines. In an organization, it helps in finding out staff grievances as people express more when talking informally. Informal communication helps in building relationships.

Communication (from Latin "communis", meaning to share) is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior.

Communication requires a sender, a message, and a recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender.

Human communication

Human spoken and pictoral languages can be described as a system of symbols (sometimes known as lexemes) and the grammars (rules) by which the symbols are manipulated. The word "language" also refers to common properties of languages. Language learning normally occurs most intensively during human childhood. Most of the thousands of human languages use patterns of sound or gesture for symbols which enable communication with others around them. Languages seem to share certain properties although many of these include exceptions. There is no defined line between a language and a dialect. Constructed languages such as Esperanto, programming languages, and various mathematical formalisms are not necessarily restricted to the properties shared by human languages. Communication is the flow or exchange of information within people or group of people.

A variety of verbal and non-verbal means of communicating exists such as body language, eye contact, sign language, haptic communication, chronemics, and media such as pictures, graphics, sound, and writing.

Manipulative Communications was studied and reported by Bryenton in 2011. These are intentional and unintentional ways of manipulating words, gestures, etc. to "get what we want", by demeaning, discounting, attacking or ignoring instead of respectful interaction. Sarcasm, criticism, rudeness and swearing are examples.

Convention on the Rights of Persons with Disabilities also defines the communication to include the display of text, Braille, tactile communication, large print, accessible multimedia, as well as written and plain language, human-reader, augmentative and alternative modes, means and formats of communication, including accessible information and communication technology.

Nonverbal communication

Nonverbal communication describes the process of conveying meaning in the form of non-word messages. Research shows that the majority of our communication is non verbal, also known as body language. In fact, 63-93% of communication is non-verbal.[citation needed] Some of non verbal communication includes chronemics, haptics, gesture, body language or posture; facial expression and eye contact, object communication such as clothing, hairstyles, architecture, symbols infographics, and tone of voice as well as through an aggregate of the above.

Speech also contains nonverbal elements known as paralanguage. These include voice lesson quality, emotion and speaking style as well as prosodic features such as rhythm, intonation and stress. Likewise, written texts include nonverbal elements such as handwriting style, spatial arrangement of words and the use of emoticons to convey emotional expressions in pictorial form.

Oral communication

Oral communication, while primarily referring to spoken verbal communication, can also employ visual aids and non-verbal elements to support the conveyance of meaning. Oral communication includes speeches, presentations, discussions, and aspects of interpersonal communication. As a type of face-to-face communication, body language and choice tonality play a significant role, and may have a greater impact upon the listener than informational content. This type of communication also garners immediate feedback.

Business communication

A business can flourish when all objectives of the organization are achieved effectively. For efficiency in an organization, all the people of the organization must be able to convey their message properly.[citation needed]

Written communication and its historical development

Over time the forms of and ideas about communication have evolved through the continuing progression of technology. Advances include communications psychology and media psychology; an emerging field of study. Researchers divide the progression of written communication into three revolutionary stages called "Information Communication Revolutions".[citation needed] During the first stage, written communication first emerged through the use of pictographs. The pictograms were made in stone, hence written communication was not yet mobile.

During the second stage, writing began to appear on paper, papyrus, clay, wax, etc. Common The third stage is characterised by the transfer of information through controlled waves and electronic signals.

Communication is thus a process by which meaning is assigned and conveyed in an attempt to create shared understanding. This process, which requires a vast repertoire of skills in interpersonal processing, listening, observing, speaking, questioning, analyzing, gestures, and evaluating enables collaboration and cooperation.

Misunderstandings can be anticipated and solved through formulations, questions and answers, paraphrasing, examples, and stories of strategic talk. Written communication can be clarified by planning follow-up talks on critical written communication as part of the every-day way of doing business. A few minutes spent talking in the present will save valuable time later by avoiding misunderstandings in advance. A frequent method for this purpose is reiterating what one heard in one's own words and asking the other person if that really was what was meant.

Effective Communication

Effective communication occurs when a desired effect is the result of intentional or unintentional information sharing, which is interpreted between multiple entities and acted on in a desired way. This effect also ensures the message is not distorted during the communication process. Effective communication should generate the desired effect and maintain the effect, with the potential to increase the effect of the message. Therefore, effective communication serves the purpose for which it was planned or designed. Possible purposes might be to elicit change, generate action, create understanding, inform or communicate a certain idea or point of view. When the desired effect is not achieved, factors such as barriers to communication are explored, with the intention being to discover how the communication has been ineffective.

Barriers to effective human communication

Barriers to effective communication can retard or distort the message and intention of the message being conveyed which may result in failure of the communication process or an effect that is undesirable. These include filtering, selective perception, information overload, emotions, language, silence, communication apprehension, gender differences and political correctness

This also includes a lack of expressing "knowledge-appropriate" communication, which occurs when a person uses ambiguous or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient.

Physical barriers

Physical barriers are often due to the nature of the environment. An example of this is the natural barrier which exists if staff are located in different buildings or on different sites. Likewise, poor or outdated equipment, particularly the failure of management to introduce new technology, may also cause problems. Staff shortages are another factor which frequently causes communication difficulties for an organization. Whilst distractions like background noise, poor lighting or an environment which is too hot or cold can all affect people's morale and concentration, which in turn interfere with effective communication.

System design

System design faults refer to problems with the structures or systems in place in an organization. Examples might include an organizational structure which is unclear and therefore makes it confusing to know who to communicate with. Other examples could be inefficient or inappropriate information systems, a lack of supervision or training, and a lack of clarity in roles and responsibilities which can lead to staff being uncertain about what is expected of them.

Attitudinal barriers

Attitudinal barriers come about as a result of problems with staff in an organization. These may be brought about, for example, by such factors as poor management, lack of consultation with employees, personality conflicts which can result in people delaying or refusing to communicate, the personal attitudes of individual employees which may be due to lack of motivation or dissatisfaction at work, brought about by insufficient training to enable them to carry out particular tasks, or just resistance to change due to entrenched attitudes and ideas.

Ambiguity of words/phrases

Words sounding the same but having different meaning can convey a different meaning altogether. Hence the communicator must ensure that the receiver receives the same meaning. It is better if such words are avoided by using alternatives whenever possible.

Individual linguistic ability

The use of jargon, difficult or inappropriate words in communication can prevent the recipients from understanding the message. Poorly explained or misunderstood messages can also result in confusion. However, research in communication has shown that confusion can lend legitimacy to research when persuasion fails.

Physiological barriers

These may result from individuals' personal discomfort, caused—for example—by ill health, poor eyesight or hearing difficulties.

Presentation of information

Presentation of information is important to aid understanding. Simply put, the communicator must consider the audience before making the presentation itself and in cases where it is not possible the presenter can at least try to simplify his/her vocabulary so that the majority can understand.

Nonhuman communication

Every information exchange between living organisms — i.e. transmission of signals that involve a living sender and receiver can be considered a form of communication; and even primitive creatures such as corals are competent to communicate. Nonhuman communication also include cell signaling, cellular communication, and chemical transmissions between primitive organisms like bacteria and within the plant and fungal kingdoms.

Animal communication

The broad field of animal communication encompasses most of the issues in ethology. Animal communication can be defined as any behavior of one animal that affects the current or future behavior of another animal. The study of animal communication, called zoosemiotics (distinguishable from anthroposemiotics, the study of human communication) has played an important part in the development of ethology, sociobiology, and the study of animal cognition. Animal communication, and indeed the understanding of the animal world in general, is a rapidly growing field, and even in the 21st century so far, a great share of prior understanding related to diverse fields such as personal symbolic name use, animal emotions, animal culture and learning, and even sexual conduct, long thought to be well understood, has been revolutionized.

Plants and fungi

Communication is observed within the plant organism, i.e. within plant cells and between plant cells, between plants of the same or related species, and between plants and non-plant organisms, especially in the root zone. Plant roots communicate in parallel with rhizome bacteria, with fungi and with insects in the soil. These parallel sign-mediated interactions are governed by syntactic, pragmatic, and semantic rules, and are possible because of the decentralized "nervous system" of plants. The original meaning of the word "neuron" in Greek is "vegetable fiber" and recent research has shown that most of the intraorganismic plant communication processes are neuronal-like. Plants also communicate via volatiles when exposed to herbivory attack behavior, thus warning neighboring plants. In parallel they produce other volatiles to attract parasites which attack these herbivores. In stress situations plants can overwrite the genomes they inherited from their parents and revert to that of their grand- or great-grandparents.[citation needed]

Fungi communicate to coordinate and organize their growth and development such as the formation of mycelia and fruiting bodies. Fungi communicate with their own and related species as well as with nonfungal organisms in a great variety of symbiotic interactions, especially with bacteria, unicellular eukaryotes, plants and insects through semiochemicals of biotic origin. The semiochemicals trigger the fungal organism to react in a specific manner, while if the same chemical molecules are not part of biotic messages, they do not trigger the fungal organism to react. This implies that fungal organisms can differentiate between molecules taking part in biotic messages and similar molecules being irrelevant in the situation. So far five different primary signalling molecules are known to coordinate different behavioral patterns such as filamentation, mating, growth, and pathogenicity. Behavioral coordination and production of signalling substances is achieved through interpretation processes that enables the organism to differ between self or non-self, abiotic indicator, biotic message from similar, related, or non-related species, and even filter out "noise", i.e. similar molecules without biotic content.

Bacteria quorum sensing

Communication is not a tool used only by humans, plants and animals, but it is also used by microorganisms like bacteria. The process is called quorum sensing. Through quorum sensing, bacteria are able to sense the density of cells, and regulate gene expression accordingly. This can be seen in both gram positive and gram negative bacteria. This was first observed by Fuqua et al. in marine microorganisms like V. harveyi and V. fischeri.

Communication cycle

Shannon and Weaver Model of Communication

Communication major dimensions scheme

Communication code scheme

Linear Communication Model

Interactional Model of Communication

Berlo's Sender-Message-Channel-Receiver Model of Communication

Transactional Model of Communication

The first major model for communication was introduced by Claude Shannon and Warren Weaver for Bell Laboratories in 1949 The original model was designed to mirror the functioning of radio and telephone technologies. Their initial model consisted of three primary parts: sender, channel, and receiver. The sender was the part of a telephone a person spoke into, the channel was the telephone itself, and the receiver was the part of the phone where one could hear the other person. Shannon and Weaver also recognized that often there is static that interferes with one listening to a telephone conversation, which they deemed noise.

In a simple model, often referred to as the transmission model or standard view of communication, information or content (e.g. a message in natural language) is sent in some form (as spoken language) from an emisor/ sender/ encoder to a destination/ receiver/ decoder. This common conception of communication simply views communication as a means of sending and receiving information. The strengths of this model are simplicity, generality, and quantifiability. Social scientists Claude Shannon and Warren Weaver structured this model based on the following elements:

An information source, which produces a message.

A transmitter, which encodes the message into signals

A channel, to which signals are adapted for transmission

A receiver, which 'decodes' (reconstructs) the message from the signal.

A destination, where the message arrives.

Shannon and Weaver argued that there were three levels of problems for communication within this theory.

The technical problem: how accurately can the message be transmitted?

The semantic problem: how precisely is the meaning 'conveyed'?

The effectiveness problem: how effectively does the received meaning affect behavior?

Daniel Chandler critiques the transmission model by stating:

It assumes communicators are isolated individuals.

No allowance for differing purposes.

No allowance for differing interpretations.

No allowance for unequal power relations.

No allowance for situational contexts.

In 1960, David Berlo expanded on Shannon and Weaver's (1949) linear model of communication and created the SMCR Model of Communication. The Sender-Message-Channel-Receiver Model of communication separated the model into clear parts and has been expanded upon by other scholars.

Communication is usually described along a few major dimensions: Message (what type of things are communicated), source / emisor / sender / encoder (by whom), form (in which form), channel (through which medium), destination / receiver / target / decoder (to whom), and Receiver. Wilbur Schram (1954) also indicated that we should also examine the impact that a message has (both desired and undesired) on the target of the message. Between parties, communication includes acts that confer knowledge and experiences, give advice and commands, and ask questions. These acts may take many forms, in one of the various manners of communication. The form depends on the abilities of the group communicating. Together, communication content and form make messages that are sent towards a destination. The target can be oneself, another person or being, another entity (such as a corporation or group of beings).

Communication can be seen as processes of information transmission governed by three levels of semiotic rules:

Syntactic (formal properties of signs and symbols),

Pragmatic (concerned with the relations between signs/expressions and their users) and

Semantic (study of relationships between signs and symbols and what they represent).

Therefore, communication is social interaction where at least two interacting agents share a common set of signs and a common set of semiotic rules. This commonly held rule in some sense ignores autocommunication, including intrapersonal communication via diaries or self-talk, both secondary phenomena that followed the primary acquisition of communicative competences within social interactions.

In light of these weaknesses, Barnlund (2008) proposed a transactional model of communication. The basic premise of the transactional model of communication is that individuals are simultaneously engaging in the sending and receiving of messages.

In a slightly more complex form a sender and a receiver are linked reciprocally. This second attitude of communication, referred to as the constitutive model or constructionist view, focuses on how an individual communicates as the determining factor of the way the message will be interpreted. Communication is viewed as a conduit; a passage in which information travels from one individual to another and this information becomes separate from the communication itself. A particular instance of communication is called a speech act. The sender's personal filters and the receiver's personal filters may vary depending upon different regional traditions, cultures, or gender; which may alter the intended meaning of message contents. In the presence of "communication noise" on the transmission channel (air, in this case), reception and decoding of content may be faulty, and thus the speech act may not achieve the desired effect. One problem with this encode-transmit-receive-decode model is that the processes of encoding and decoding imply that the sender and receiver each possess something that functions as a codebook, and that these two code books are, at the very least, similar if not identical. Although something like code books is implied by the model, they are nowhere represented in the model, which creates many conceptual difficulties.

Theories of coregulation describe communication as a creative and dynamic continuous process, rather than a discrete exchange of information. Canadian media scholar Harold Innis had the theory that people use different types of media to communicate and which one they choose to use will offer different possibilities for the shape and durability of society (Wark, McKenzie 1997). His famous example of this is using ancient Egypt and looking at the ways they built themselves out of media with very different properties stone and papyrus. Papyrus is what he called 'Space Binding'. it made possible the transmission of written orders across space, empires and enables the waging of distant military campaigns and colonial administration. The other is stone and 'Time Binding', through the construction of temples and the pyramids can sustain their authority generation to generation, through this media they can change and shape communication in their society (Wark, McKenzie 1997).

Communication noise

In any communication model, noise is interference with the decoding of messages sent over a channel by an encoder. There are many examples of noise:

Environmental noise

Noise that physically disrupts communication, such as standing next to loud speakers at a party, or the noise from a construction site next to a classroom making it difficult to hear the professor.

Physiological-impairment noise

Physical maladies that prevent effective communication, such as actual deafness or blindness preventing messages from being received as they were intended.

Semantic noise

Different interpretations of the meanings of certain words. For example, the word "weed" can be interpreted as an undesirable plant in a yard, or as a euphemism for marijuana.

Syntactical noise

Mistakes in grammar can disrupt communication, such as abrupt changes in verb tense during a sentence.

Organizational noise

Poorly structured communication can prevent the receiver from accurate interpretation. For example, unclear and badly stated directions can make the receiver even more lost.

Cultural noise

Stereotypical assumptions can cause misunderstandings, such as unintentionally offending a non-Christian person by wishing them a "Merry Christmas".

Psychological noise

Certain attitudes can also make communication difficult. For instance, great anger or sadness may cause someone to lose focus on the present moment. Disorders such as Autism may also severely hamper effective communication.

Design and Organization of the Communication Matrix

Seven Levels of Communication

Level I. Pre-Intentional Behavior

Level II. Intentional Behavior

Level III. Unconventional Communication

Level IV. Conventional Communication

Level V. Concrete Symbols

Level VI. Abstract Symbols

Level VII. Language

Level I. Pre-Intentional Behavior

Behavior is not under the individual's own control, but it reflects his general state (such as comfortable, uncomfortable, hungry or sleepy). Caregivers interpret the individual's state from behaviors such as body movements, facial expressions and sounds. In typically developing children, this stage occurs between 0 and 3 months of age.

Level II. Intentional Behavior Behavior is under the individual's control, but it is not yet used to communicate intentionally. Caregivers interpret the individual's needs and desires from behaviors such as body movements, facial expressions, vocalizations and eye gaze. In typically developing children, this stage occurs between 3 and 8 months of age.

Level III. Unconventional Communication

INTENTIONAL COMMUNICATION BEGINS HERE, AT LEVEL III

Unconventional pre-symbolic behaviors are used intentionally to communicate. Communicative behaviors are pre-symbolic because they do not involve any sort of symbol; they are unconventional because they are not socially acceptable for us to use as we grow older. Communicative behaviors include body movements, vocalizations, facial expressions and simple gestures (such as tugging on people). In typically developing children, this stage occurs between 6 and 12 months of age.

Level IV. Conventional Communication Conventional pre-symbolic behaviors are used intentionally to communicate. Communicative behaviors are pre-symbolic because they do not involve any sort of symbol; they are conventional because they are socially acceptable and we continue to use them to accompany our language as we mature. The meanings of some gestures may be unique to the culture in which they are used. Communicative behaviors include pointing, nodding or shaking the head, waving, hugging, and looking from a person to a desired object. Note that many of these gestures (and especially pointing) require good visual skills and may not be useful for individuals with severe vision impairment. Some vocal intonations may also be used at this stage. In typically developing children, this stage occurs between 12 and 18 months of age.

Level V. Concrete Symbols

SYMBOLIC COMMUNICATION STARTS HERE, AT LEVEL V (symbols represent, or stand for, something else)

Concrete symbols that physically resemble what they represent, are used to communicate. Concrete symbols look like, feel like, move like or sound like what they represent. Concrete symbols include pictures, objects (such as a shoelace to represent shoe), iconic gestures (such as patting a chair to say sit down) and sounds (such as making a buzzing sound to mean bee). Most individuals skip this stage and go directly to Level VI. For some individuals concrete symbols may be the only type of symbol that makes sense to them; for others they may serve as a bridge to using abstract symbols. Typically developing children use concrete symbols in conjunction with gestures and words, generally between 12 and 24 months of age, but not as a separate stage.

Level VI. Abstract Symbols Abstract symbols such as speech, manual signs, Brailled or printed words are used to communicate. These symbols are abstract because they are NOT physically similar to what they represent. They are used one at a time. In typically developing children, this stage occurs between 12 and 24 months of age.

Level VII. Language Symbols (concrete or abstract) are combined into two- or three-symbol combinations ('want juice', 'me go out'), according to grammatical rules. The individual understands that the meaning of symbol combinations may differ depending upon how the symbols are ordered. In typically developing children, this stage begins around 24 months of age.

Different Types of Communication Systems

A thought kept in the brain is of no use unless and until it is shared with other individuals and rest of the world. The idea, no matter however brilliant it is, must come out for its successful implementation for it to benefit one and all. It is the prime responsibility of the individual to share his thoughts and ideas with others.

How is it possible? How can one share his ideas and thoughts?

The communication system enables the successful transmission of idea or any other important information among individuals. The person from whom the thought originates carefully encodes his ideas into a sensible content which is now ready to be shared with everyone. He is commonly referred to as the sender and the other party who receives the information from him is called the receiver or the recipient. The free flow of information between the sender and the receiver takes place because of the communication system.

The flow of information can be between two individuals. The information can flow from the individual to a machine, from the machine to the individual and even between two machines. Machines coupled together through networks also provide signals for the individuals to respond, thus a type of communication system. In the above cases all the machines must work on similar lines and patterns, must be technically compatible and has to provide the same information, so that the individuals can decode the information well.

Let us study the various types of communication system for the smooth flow of information between two parties.

Optical Communication System

The word “Optical” stands for light. As the name itself suggests, optical communication system depends on light as the medium for communication. In an optical communication system the transmitter converts the information into an optical signal (signal in the form of light) and finally the signal then reaches the recipient. The recipient then decodes the signal and responds accordingly. In optical communication system, light helps in the transmission of information. The safe landing of helicopters and aeroplanes work on the above principle. The pilots receive light signals from the base and decide their next movements. On the roads, red light communicates the individual to immediately stop while the individual moves on seeing the green light.

In this mode of communication light travels through the optical fibre.

Radio Communication System

In the radio communication system the information flows with the help of a radio. Radio communication system works with the aid of a transmitter and a receiver both equipped with an antenna.

The transmitter with the help of an antenna produces signals which are carried through radio carrier wave. The receiver also with the help of an antenna receives the signal. Some information is unwanted and must be discarded and hence the electronic filters help in the separation of radio signals from other unwanted signals which are further amplified to an optimum level Finally the signals are decoded in an information which can be easily understood by the individuals for them to respond accordingly.

Duplex communications system

In Duplex communications system two equipments can communicate with each other in both the directions simultaneously and hence the name Duplex. When you interact with your friend over the telephone, both of you can listen to each other at the same time. The sender sends the signals to the receiver who receives it then and there and also give his valuable feedback to the speaker for him to respond. Hence the communication actually takes place between the speaker and the receiver simultaneously.

In the Duplex communication system, two devices can communicate with each other at the same time.

A type of communication system involves the sender and the receiver where the sender is in charge of sending signals and the recipients only listen to it and respond accordingly. Such communication is also called Simplex communication system.

Half Duplex Communication System

In half Duplex communication system, both the two parties can’t communicate simultaneously. The sender has to stop sending the signals to the recipient and then only the recipient can respond.

A walkie talkie works on the half duplex communication system. The military personnel while interacting has to say “Over” for the other person to respond. He needs to speak the security code correctly for the other person to speak. The other party will never communicate unless and until the code is correct and complete.

Tactical Communication System

Another mode of communication is the tactical mode of communication. In this mode of communication, communication varies according to the changes in the environmental conditions and other situations.

Interpersonal

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication.

Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

When two or more people are in the same place and are aware of each other's presence, then communication is taking place, no matter how subtle or unintentional.

Without speech, an observer may be using cues of posture, facial expression, and dress to form an impression of the other's role, emotional state, personality and/or intentions. Although no communication may be intended, people receive messages through such forms of non-verbal behaviour.

Elements of Interpersonal Communication

Much research has been done to try to break down interpersonal communication into a number of elements in order that it can be more easily understood. Commonly these elements include:

The Communicators

For any communication to occur there must be at least two people involved. It is easy to think about communication involving a sender and a receiver of a message. However, the problem with this way of seeing a relationship is that it presents communication as a one-way process where one person sends the message and the other receives it. While one person is talking and another is listening, for example.

In fact communications are almost always complex, two-way processes, with people sending and receiving messages to and from each other simultaneously. In other words, communication is an interactive process. While one person is talking the other is listening - but while listening they are also sending feedback in the form of smiles, head nods etc.

The Message

Message not only means the speech used or information conveyed, but also the non-verbal messages exchanged such as facial expressions, tone of voice, gestures and body language. Non-verbal behaviour can convey additional information about the spoken message. In particular, it can reveal more about emotional attitudes which may underlie the content of speech.

Noise

Noise has a special meaning in communication theory. It refers to anything that distorts the message, so that what is received is different from what is intended by the speaker. Whilst physical 'noise' (for example, background sounds or a low-flying jet plane) can interfere with communication, other factors are considered to be ‘noise’. The use of complicated jargon, inappropriate body language, inattention, disinterest, and cultural differences can be considered 'noise' in the context of interpersonal communication. In other words, any distortions or inconsistencies that occur during an attempt to communicate can be seen as noise.

Feedback

Feedback consists of messages the receiver returns, which allows the sender to know how accurately the message has been received, as well as the receiver's reaction. The receiver may also respond to the unintentional message as well as the intentional message. Types of feedback range from direct verbal statements, for example "Say that again, I don't understand", to subtle facial expressions or changes in posture that might indicate to the sender that the receiver feels uncomfortable with the message. Feedback allows the sender to regulate, adapt or repeat the message in order to improve communication.

Context

All communication is influenced by the context in which it takes place. However, apart from looking at the situational context of where the interaction takes place, for example in a room, office, or perhaps outdoors, the social context also needs to be considered, for example the roles, responsibilities and relative status of the participants. The emotional climate and participants' expectations of the interaction will also affect the communication.

Channel

The channel refers to the physical means by which the message is transferred from one person to another. In a face-to-face context the channels which are used are speech and vision, however during a telephone conversation the channel is limited to speech alone.

Uses of Interpersonal Communication

Most of us engage in some form of interpersonal communication on a regular basis, often many times a day, how well we communicate with others is a measure of our interpersonal skills.

Interpersonal communication is a key life skill and can be used to:

- ✓ Give and collect information.
- ✓ Influence the attitudes and behaviour of others.
- ✓ Form contacts and maintain relationships.
- ✓ Make sense of the world and our experiences in it.
- ✓ Express personal needs and understand the needs of others.
- ✓ Give and receive emotional support.
- ✓ Make decisions and solve problems.
- ✓ Anticipate and predict behaviour.
- ✓ Regulate power.

Organizational

An organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. These activities can include rules, roles, and responsibilities.

The organizational structure also determines how information flows between levels within the company. For example, in a centralized structure, decisions flow from the top down, while in a decentralized structure, decision-making power is distributed among various levels of the organization.

Having an organizational structure in place allows companies to remain efficient and focused.

Understanding Organizational Structures

Businesses of all shapes and sizes use organizational structures heavily. They define a specific hierarchy within an organization. A successful organizational structure defines each employee's job and how it fits within the overall system. Put simply, the organizational structure lays out who does what so the company can meet its objectives.

This structuring provides a company with a visual representation of how it is shaped and how it can best move forward in achieving its goals. Organizational structures are normally illustrated in some sort of chart or diagram like a pyramid, where the most powerful members of the organization sit at the top, while those with the least amount of power are at the bottom.

KEY TAKEAWAYS

- An organizational structure outlines how certain activities are directed to achieve the goals of an organization.
- Successful organizational structures define each employee's job and how it fits within the overall system.
- A centralized structure has a defined chain of command, while decentralized structures give almost every employee receiving a high level of personal agency.

Not having a formal structure in place may prove difficult for certain organizations. For instance, employees may have difficulty knowing to whom they should report. That can lead to uncertainty as to who is responsible for what in the organization.

Having a structure in place can help with efficiency and provide clarity for everyone at every level. That also means each and every department can be more productive, as they are likely to be more focused on energy and time.

Centralized Versus Decentralized Organizational Structures

An organizational structure is either centralized or decentralized. Traditionally, organizations have been structured with centralized leadership and a defined chain of command. The military is an organization famous for its highly centralized structure, with a long and specific hierarchy of superiors and subordinates.

There has been a rise in decentralized organizations, as is the case with many technology startups. This allows companies to remain fast, agile, and adaptable, with almost every employee receiving a high level of personal agency.

Types of Organizational Structures

Functional Structure

Four types of common organizational structures are implemented in the real world. The first and most common is a functional structure. This is also referred to as a bureaucratic organizational structure and breaks up a company based on the specialization of its workforce. Most small-to-medium-sized businesses implement a functional structure. Dividing the firm into departments consisting of marketing, sales, and operations is the act of using a bureaucratic organizational structure.

Divisional or Multidivisional Structure

The second type is common among large companies with many business units. Called the divisional or multidivisional structure, a company that uses this method structures its leadership team based on the products, projects, or subsidiaries they operate. A good example of this structure is Johnson & Johnson. With thousands of products and lines of business, the company structures itself so each business unit operates as its own company with its own president.

Flatarchy Structure

Flatarchy, a newer structure, is the third type and is used among many startups. As the name alludes, it flattens the hierarchy and chain of command and gives its employees a lot of autonomy. Companies that use this type of structure have a high speed of implementation.

Matrix Structure

The fourth and final organizational structure is a matrix structure. It is also the most confusing and the least used. This structure matrixes employees across different superiors, divisions, or departments. An employee working for a matrixed company, for example, may have duties in both sales and customer service.

Additional Benefits to Having an Organizational Structure

Putting an organizational structure in place can be very beneficial to a company. The structure not only defines a company's hierarchy, but it also allows the firm to lay out the pay structure for its employees. By putting the organizational structure in place, the firm can decide salary grades and ranges for each position.

The structure also makes operations more efficient and much more effective. By separating employees and functions into different departments, the company can perform different operations at once seamlessly.

Mass communication

Littlejohn and Foss define mass communication as “the process whereby media organizations produce and transmit messages to large publics and the process by which those messages are sought, used, understood, and influenced by audience” (333). McQuail states that mass communication is, “only one of the processes of communication operating at the society-wide level, readily identified by its institutional characteristics” (7). Simply put, mass communication is the public transfer of messages through media or technology-driven channels to a large number of recipients from an entity, usually involving some type of cost or fee (advertising) for the user. “The sender often is a person in some large media organization, the messages are public, and the audience tends to be large and varied” (Berger 121). However, with the advent of outlets like YouTube, Instagram, Facebook, and text messaging, these definitions do not account for the increased opportunities individuals now have to send messages to large audiences through mediated channels.

Nevertheless, most mass communication comes from large organizations that influence culture on a large scale. Schramm refers to this as a “working group organizer” (115). Today the working groups that control most mass communication are large conglomerates such as Viacom, NewsCorp, Disney, ComCast, Time Warner, and CBS. In 2012, these conglomerates controlled 90% of American Media and mergers continue to consolidate ownership even more. An example of an attempt at such a takeover of power occurred throughout 2014 with Comcast and Time Warner pursuing a merger for $45 billion. If successful, this will be one of the biggest mergers in history.

Remember our definition of communication study: “who says what, through what channels (media) of communication, to whom, [and] what will be the results” (Smith, Lasswell & Casey 121)? When examining mass communication, we are interested in who has control over what content, for what audience, using what medium, and what are the results? Media critic Robert McChesney said we should be worried about the increasingly concentrated control of mass communication that results when just a handful of large organizations control most mass communication, “The implications for political democracy, by any standard, are troubling” (23). When interviewed, Ben Bagdikian, media critic and former Dean of the Graduate School of Journalism, University of California, Berkeley, cautiously pointed out that over the past two decades, major media outlets went from being owned by 50 corporations to just five (WGBH/Frontline). Both McChesney and Bagdikian warn about the implications of having so few organizations controlling the majority of our information and communication. Perhaps this is the reason new media outlets like Instagram, YouTube, and Facebook have consistently grown in popularity as they offer alternative voices to the large corporations that control most mass communication.

Mass Communication Now

This table shows the six most prosperous media conglomerates of 2014. Included is a list of just SOME of the networks they own.

COMCAST	News Corporation	Disney	viacom	TIMEWARNER	CBS
-NBC -MSNBC -AT&T	-FOX -Wall Street Journal -New York Post	-ABC -ESPN -Pixar -Miramax -Marvel Studios	-MTV -Nick JR. -CMT -Paramount pictures	-CNN -HBO -Time -Warner Bros.	-Showtime -Smithsonian Channel -NFL.com -Jeopardy -60 Minutes

Image produced with information from businessinsider.com

To understand mass communication one must first be aware of some of the key factors that distinguish it from other forms of communication. First, is the dependence on a media channel to convey a message to a large audience. Second, the audience tends to be distant, diverse, and varies in size depending on the medium and message. Third, mass communication is most often profit driven, and feedback is limited. Fourth, because of the impersonal nature of mass communication, participants are not equally present during the process.

Mass communication continues to become more integrated into our lives at an increasingly rapid pace. This "metamorphosis" is representative by the convergence occurring (Fidler) between ourselves and technology, where we are not as distanced from mass communication as in the past. Increasingly, we have more opportunities to use mediated communication to fulfill interpersonal and social needs. O'Sullivan refers to this new use of mass communication to foster our personal lives as **"**masspersonal communication**"** where (a) traditional mass communication channels are used for interpersonal communication, (b) traditionally interpersonal communication channels are used for mass communication, and (c) traditional mass communication and traditional interpersonal communication occur simultaneously." Over time, more and more overlap occurs. "Innovations in communication technologies have begun to make the barriers between mass and interpersonal communication theory more permeable than ever" (O'Sullivan). Sites such as Facebook, Twitter, Vine, Snapchat, and Instagram are great examples of new mass communication platforms we use to develop and maintain interpersonal relationships.

As more mass communication mediums develop, Marshall McLuhan states that we can understand media as either hot or cold depending on the amount of information available to the user, as well as the degree of participation. A hot medium "extends one single sense in high definition" (McCluhan 22). Examples of hot media include photographs or radio because the message is mostly interpreted using one sense and requires little participation by participants. An audience is more passive with hot media because there is less to filter. Television is considered a cold medium because of the large amount of multisensory information. Berg Nellis states "Virtual reality, the simulation of actual environment complete with tactile sensory input, might be the extreme in cold media…This and other cutting edge technologies seem to point to increasingly cold media as we move into the digital communication future" (256). Think about online video games, such as the military sci-fi game, Halo. Games like this can be played in teams but the players do not necessarily have to be in close proximity. Simply by logging onto the server gamers can connect, interact, communicate through microphones and play as a team. These games have become so involved and realistic that they represent cold mediums because of the vast amount of sensory input and participation they require.

Perhaps we are turning into a "global village" through our interdependence with mass communication. Suddenly, "across the ocean" has become "around the corner." McLuhan predicted this would happen because of mass communication's ability to unify people around the globe. Are you a player in what Hagermas calls the "public sphere" that mass communication creates by posting information about yourself on public sites? If so, be careful about what you post about yourself, or allow others to "tag" you in, as many employers are googling potential employees to look into their personal lives before making decisions about hiring them. As we continue our discussion of mass communication we want to note that mass communication does not include every communication technology. As our definition states, mass communication is communication that potentially reaches large audiences.

The flow of Communication: Downward, Upward-

Organizational Communication Flows

Information can flow in four directions in an organization: downward, upward, horizontally, and diagonally. The size, nature, and structure of the organization dictate which direction most of the information flows. In more established and traditional organizations, much of the communication flows in a vertical—downward and upward—direction. In informal firms, such as tech start-ups, information tends to flow horizontally and diagonally. This, of course, is a function of the almost flat organizational hierarchy and the need for collaboration. Unofficial communications, such as those carried in the company grapevine, appear in both types of organizations.

Downward Communication Flows

Downward communication is when company leaders and managers share information with lower-level employees. Unless requested as part of the message, the senders don't usually expect (or particularly want) to get a response. An example may be an announcement of a new CEO or notice of a merger with a former competitor. Other forms of high-level downward communications include speeches, blogs, podcasts, and videos. The most common types of downward communication are everyday directives of department managers or line managers to employees. These can even be in the form of instruction manuals or company handbooks.

Downward communication delivers information that helps to update the workforce about key organizational changes, new goals, or strategies; provide performance feedback at the organizational level; coordinate initiatives; present an official policy (public relations); or improve worker morale or consumer relations.

Upward Communication Flows

Information moving from lower-level employees to high-level employees is upward communication (also sometimes called vertical communication). For example, upward communication occurs when workers report to a supervisor or when team leaders report to a department manager. Items typically communicated upward include progress reports, proposals for projects, budget estimates, grievances and complaints, suggestions for improvements, and schedule concerns. Sometimes a downward communication prompts an upward response, such as when a manager asks for a recommendation for a replacement part or an estimate of when a project will be completed.

An important goal of many managers today is to encourage spontaneous or voluntary upward communication from employees without the need to ask first. Some companies go so far as to organize contests and provide prizes for the most innovative and creative solutions and suggestions. Before employees feel comfortable making these kinds of suggestions, however, they must trust that management will recognize their contributions and not unintentionally undermine or ignore their efforts. Some organizations have even installed "whistleblower" hotlines that will let employees report dangerous, unethical, or illegal activities anonymously to avoid possible retaliation by higher-ups in the company.

Horizontal and Diagonal Communication Flows

Horizontal communication involves the exchange of information across departments at the same level in an organization (i.e., peer-to-peer communication). The purpose of most horizontal communication is to request support or coordinate activities. People at the same level in the organization can work together to work on problems or issues in an informal and as-needed basis. The manager of the production department can work with the purchasing manager to accelerate or delay the shipment of materials. The finance manager and inventory managers can be looped in so that the organization can achieve the maximum benefit from the coordination. Communications between two employees who report to the same manager is also an example of horizontal communication. Some problems with horizontal communication can arise if one manager is unwilling or unmotivated to share information, or sees efforts to work communally as threatening his position (territorial behavior). In a case like that, the manager at the next level up will need to communicate downward to reinforce the company's values of cooperation.

Diagonal communication is cross-functional communication between employees at different levels of the organization. For example, if the vice president of sales sends an e-mail to the vice president of manufacturing asking when a product will be available for shipping, this is an example of horizontal communication. But if a sales representative e-mails the vice president of marketing, then diagonal communication has occurred. Whenever communication goes from one department to another department, the sender's manager should be made part of the loop. A manager may be put in an embarrassing position and appear incompetent if he isn't aware of everything happening in his department. Trust may be lost and careers damaged by not paying attention to key communication protocols.

Diagonal communication is becoming more common in organizations with a flattened, matrix, or product-based structure. Advantages include:

- Building relationships between senior-level and lower-level employees from different parts of the organization.
- Encouraging an informal flow of information in the organization.
- Reducing the chance of a message being distorted by going through additional filters.
- Reducing the workloads of senior-level managers.

External Communication Flows

Communications do not start and stop within the organization. External communication focuses on audiences outside of the organization. Senior management—with the help of specialized departments such as public relations or legal—almost always controls communications that relate to the public image or may affect its financial situation. First-level and middle-level management generally handle operational business communications such as purchasing, hiring, and marketing. When communicating outside the organization (regardless of the level), it is important for employees to behave professionally and not to make commitments outside of their scope of authority.

Lateral or Horizontal (Peer group)

Lateral:- Lateral communication is defined as the exchange, imparting or sharing of information, ideas or feeling between people within a community, peer groups, departments or units of an organization who are at or about the same hierarchical level as each other for the purpose of coordinating activities, efforts or fulfilling a common purpose or goal.

Lateral Communication - Horizontal Communication

Horizontal communication is one of the essential communication skills we need in life. This communication helps to promote teamwork and facilitates coordinated group effort within a group or organization. It usually is less structured and informal compared to vertical communication. This is true if the communication is coming from or going to upper management or from the group down to end consumers.

This communication may take place as telephone calls, e-mails, memos, letters, informal discussions, gossip, teleconferencing, videoconferencing, Second Life conferencing, and meetings set up by the group.

From Agriculture to You and Me in the department of IT, horizontal communication is the grease that makes the machine like workings of a business operate smoothly. If the horizontal communication is effective, the potential to improve and grow.

In one study (Rogers & Kincaid, 1981) it was found that how the members of a group get and deal with information can affect the performance of the group as a whole.

Within any organization there are differences in the way groups or departments within that organization communicate. The more complex the organization, group or even community, the more differences.

So on a community level, (a true story) what would you think if this happened to you. Someone from Colorado meeting someone in the rural Pennsylvania community hears the neighbor say that they have sugar. On its own it may sound like they are a sweet old soul. However, what they mean is that the person has diabetes.

As a neighbor, how I deal with this lateral communication information could affect my ability to watch out for the signs and symptoms that something is not right with their health and be able to offer help.

Take this into the health care realm. Although many in the hospital are health care professionals, there are also social workers, cleaning staff, dietary staff, and many types of secretaries and ancillary staff that lateral communication takes place with.

With all the pressures on Doctors, many do not like geek speak. Indeed, many are not aware of all the medical jargon, especially if it is out of their specialty.

So when lecturing on the negative side effects of blood transfusions and bringing up immunomodulation, although it may seem like a good thing, in reality it means decreasing the immunity for life. The more transfusions in a life time, the greater loss in immunity. Effective lateral communication requires that the speaker skill on avoiding unfamiliar terms be applied. Never assume the audience knows what your talking about.

Moving into a different department, language unique to dietary staff will not necessarily be equal and congruent knowledge base and language used by nurses even when talking about the same thing.

More complex organizations like a news broadcasting company has even more diverse groups. Camera crews, reporters, graphic artist and web-masters, sales staff, and accounting to name a few.

Each has their unique language. Failure to meet the audience needs (the audience being anyone outside your group) will result in ineffective communication.

Horizontal:- How can horizontal communication be mastered, improved or even enhanced? Simply by mastering the same speaker skills that public speakers need to master. Consider how this can improve horizontal communication.

Knowing the Audience is essential for speakers. When speaking laterally to a group outside the speakers knowledge base requires making adjustments so as to best reach the audience.

Avoiding Unfamiliar Terms does not mean dumbing down your speech. It does mean to say it in the simplest way with the greatest economy of words to end up with the same meaning as a more scientific or technological expression. Audiences on the whole cannot absorb as much information as we can spew out. To give more than can be retained is like giving a drink of water to someone from a full five gallon bucket and you, the speaker are holding the bucket.

Proper pronunciation is not only a courtesy to extend, with out it, you could lose the respect of your audience. Do not just say "what ever the pronunciation is" or in some other way gloss over it. If you do not know, simply ask and learn how to say it. That is, if your a professional. Learn how to say it right.

Illustrations can be used to help the audience understand difficult concepts. So for SEO or Search Engine Optimization, to illustrate it think of a best selling book. How does it become a best seller. Basically it has to appeal to a lot of human readers. When that happens along with good advertising, even more copies sell. The book has to be good in the first place.

SEO is a process of making a website like a best seller to the search engines. If it is good it will be bought or show up in the first places on the search engine results. To make the website a best seller for the search engines requires having what is seen, content and the information on the graphics you have, all be the best they can be to as seen by the search engines.

There are some behind the scenes parts of the website that also are seen by the spiders. These too have to be best seller quality for the search engines to like the site and show it in the top result.

Coherence is essential because this is how our minds work. To jump around or jump in with an audience that does not speak the same technical language will only serve to frustrate and confuse.

Each thought needs to connect with the next coherently to have good lateral communication.

Clear Speech, Fluency, Pausing, and Gestures all can play a part in improving lateral communication.

Mastering the speaker skills is one of the best ways to master lateral communication.

Importance of technical communication

Technical Communication is the process of communicating over audience by providing information about the technical processes. Technical Communication is the responsibility of a professional to provide information on training to the target audience with a specific objective. Thus criteria is met only the concerned person is well trained technically. The information that is provided is purely technical and is absolute relevant to the targeted audience. This at times, turns out to be a professional task, so professionals are hired.

In order to share information, technical communication is essential in an organisation as it serves the best medium. It enables the employees to become tech – savvy and to keep themselves updated with the modern technology. Technical communication plats a vital role in an organisation. All managerial or administrative activities involve communication. When one writes reports, gives instructions or reads manuals, it involves the process of communication. The success of any organisation is largely recognised by the quality and quantity of information that flows through the personnel.

Technical Communication is segregated into 2 parts: Oral and Written. Both of them are equally important. Technical Communication in the form of writing involves conveying technical information to the audience. Information conveyed through technical communication can be about company products or about any technical concepts. All communication from a business needs to be polished and accurate. Technical creates training materials that can be used in classrooms or online.

Hence, technical communication is very important for practical applications, for learning the mechanics in technology, for promoting technology and also for training the technologists.

Barriers to Communication

Barriers of Communication: This far we have seen what we mean by the process of communication. But, at times even after taking care of every other detail some misunderstandings arise. So, to eliminate these misunderstandings, we have to understand the most common barriers to effective communication. Let us see what these Barriers of Communication are!

Barriers To Effective Communication

The process of communication has multiple barriers. The intended communique will often be disturbed and distorted leading to a condition of misunderstanding and failure of communication. The Barriers to effective communication could be of many types like linguistic, psychological, emotional, physical, and cultural etc. We will see all of these types in detail below.

Linguistic Barriers

The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective communication. Sometimes even a thick dialect may render the communication ineffective.

As per some estimates, the dialects of every two regions changes within a few kilometers. Even in the same workplace, different employees will have different linguistic skills. As a result, the communication channels that span across the organization would be affected by this.

Thus keeping this barrier in mind, different considerations have to be made for different employees. Some of them are very proficient in a certain language and others will be ok with these languages.

Browse more Topics under Communication

- Types of Communication
- Network in Communication

- Characteristics of Effective Communication
- Interpersonal Skills, Listening Skills and Emotional Intelligence

Psychological Barriers

There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc. All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

Emotional Barriers

The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties.

A perfect mixture of emotions and facts is necessary for effective communication. Emotions like anger, frustration, humour, can blur the decision-making capacities of a person and thus limit the effectiveness of their communication.

Physical Barriers to Communication

They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc. Sometimes, in a large office, the physical separation between various employees combined with faulty equipment may result in severe barriers to effective communication.

Cultural Barriers of Communication

As the world is getting more and more globalized, any large office may have people from several parts of the world. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another.

Hence it is a must that we must take these different cultures into account while communication. This is what we call being culturally appropriate. In many multinational companies, special courses are offered at the orientation stages that let people know about other cultures and how to be courteous and tolerant of others.

Organisational Structure Barriers

As we saw there are many methods of communication at an organizational level. Each of these methods has its own problems and constraints that may become barriers to effective communication. Most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

Attitude Barriers

Certain people like to be left alone. They are the introverts or just people who are not very social. Others like to be social or sometimes extra clingy! Both these cases could become a barrier to communication. Some people have attitude issues, like huge ego and inconsiderate behaviours.

These employees can cause severe strains in the communication channels that they are present in. Certain personality traits like shyness, anger, social anxiety may be removable through courses and proper training. However, problems like egocentric behaviour and selfishness may not be correctable.

Perception Barriers

Different people perceive the same things differently. This is a fact which we must consider during the communication process. Knowledge of the perception levels of the audience is crucial to effective communication. All the messages or communique must be easy and clear. There shouldn't be any room for a diversified interpretational set.

Physiological Barriers

Certain disorders or diseases or other limitations could also prevent effective communication between the various channels of an organization. The shrillness of voice, dyslexia, etc are some examples of physiological barriers to effective communication. However, these are not crucial because they can easily be compensated and removed.

Technological Barriers & Socio-religious Barriers

Other barriers include the technological barriers. The technology is developing fast and as a result, it becomes difficult to keep up with the newest developments. Hence sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high.

Most of the organizations will not be able to afford a decent tech for the purpose of communication. Hence, this becomes a very crucial barrier. Other barriers are socio-religious barriers. In a patriarchal society, a woman or a transgender may face many difficulties and barriers while communicating.

Solved Examples on Barriers of Communication

Q1: What do you mean by a barrier to communication? List all the important Barriers to effective communication?

Answer: Any parameter that limits the purpose or channel of communication between the transmitter and the receiver is a barrier to communication. A communication barrier may limit or reduce the ease at which we communicate and hence the name barrier. Although the barriers to effective communication may be different for different situations, the following are some of the main barriers:

- Linguistic Barriers
- Psychological Barriers
- Emotional Barriers
- Physical Barriers
- Cultural Barriers
- Organisational Structure Barriers
- Attitude Barriers
- Perception Barriers
- Physiological Barriers
- Technological barriers
- Socio-religious barriers

This concludes our discussion on the topic – barriers of communication.

Unit - II

Constituents of Technical Written Communication

Words and Phrases

Words are the basic building blocks of grammar. Words are combinations of letters and sounds, individual words are separated by spaces. Some words contain more than one part, such as hyphenated words and other compound words. Some words are pronounced in the same way but carry different meanings. As time passes, the definition of a word or is pronunciation may change radically from its inception to its current usage.

Words may be combined into phrases. Some phrases become popular over the years and are applied to situations other than originally intended. These phrases take on a figurative meaning rather than a literal meaning, and become idioms. If a certain phrase or idiom becomes popular only in a certain region or among a certain group of people, it becomes a colloquialism. And finally, a phrase that is misheard and misquoted may become a mondegreen or an eggcorn, sometimes supplanting the original phrase in popularity.

English incorporates words and phrases from many other languages and other sources. The internet has given rise to a growing list of new words and phrases, and new ways to use existing words and phrases. Grammarist is here to help you understand English words and phrases, whether their roots can be traced back one year or a thousand.

Many times, especially in business settings, people use words that they think they know — but don't. Although they do this in an effort to sound intelligent and sophisticated, it backfires badly, because even one small slip-up can cause an audience to focus on only that, not the speaker's ideas. Sure, saying the wrong word (usually) isn't a game-changer. But if you make that kind of mistake, it sets you up for a question that no one wants clients, coworkers, or employers to begin asking: "Are you really that smart?"

Think it can't happen to you? We've heard horror stories: people laughing behind a prominent CEO's back for his not understanding the correct use of a business term; a corporate lawyer saying "tenant" (a renter) instead of "tenet" (a belief); an employee toasting her supervisor as the "penultimate" leader (which doesn't mean "ultimate" but instead means "next to last").

Here, excerpted from our new book, That Doesn't Mean What You Think It Means, are nine terms or words that sound smart but when used incorrectly make you sound the opposite, along with real examples of their being misused, drawn from business news reports, research publications, and corporate press releases. (We've omitted attributions to protect the well-meaning writers who unwittingly committed the errors)

begs the question

“Fidelity might have fired the last salvo by eliminating fees entirely. This begs the question as to whether Fidelity’s new funds incur any hidden costs or fees.”

In spite of popular thought, “begs the question” is not a smart-sounding way of saying “raises the question.” It’s actually a formal logic term that means trying to prove something based on a premise that itself needs to be proved. So leave “begs the question” where it technically belongs — in the realm of logic and law — and use the (correct) “raises the question” when that’s what you’re trying to say.

impacts on

“They can clearly and simply explain what we have done and how it impacts on our interpretation of the data, ensuring our reports are understandable and actionable.”

In a 2015 American Heritage Dictionary survey of language experts, 79% disapproved of using “impacts on” to mean “affect.” Another 39% disapproved of using “impact” to mean “affect” even without that preposition “on.” The original (and still most common) meaning of “impact” involves collisions. But nowadays, you can use it to mean “to affect” (without any collisions). But leave out that preposition “on.” That might impact (affect) your business presentation.

in regard(s) to

“[I]n regards to the new well, the production capacity of this first large size production well is remarkable.”

This sentence is wrong. Not regarding the remarkable production capacity, but regarding “in regards to,” which should be “in regard to.” Even better, just say “regarding” or “about.” (For the record, “regards” with the “s” is correct in the phrase “as regards,” where “regard” is a verb.) In regard to the phrase “in regard to,” regard is a noun, and the singular — without the s — should always be used. The exception is when sending someone good wishes — “best regards” — or when giving your regards to, say, Broadway, as in the song. After all, you probably wouldn’t want to wish Broadway only one regard.

less/fewer

“[S]tart-ups are leaving the heartland and are employing less people.”

Technically, at least according to some word snobs, it should be “fewer people,” not “less people.” Why? It all depends on if and what you’re counting. A few basic rules:

- Use “fewer” for numbered, countable things, especially people or other plural nouns. (“Fewer than 20 people were there.”)

- Use “less” for things that can’t be counted, at least reasonably. (“There’s less sand at the beach.”)
- Use “less” with numbers when they are a single or total unit, usually with “than.” (“Less than 50 percent of us went to the meeting.”) This can be tricky, because often you’ll see numbers in the plural — as in “He has less than a million dollars” — that presumably have been counted (as in rule 1). But since here we’re really talking about total amounts of nonhuman things, use less. (Don’t blame us — those are the basic rules that many people follow. Still, it’s all less — not fewer! — difficult than you’d think.)

methodology

“We have…failed to require that the IRS utilize only secure and reliable authentication methodologies…”

Methodology is an annoying word that has oozed into a lot of places, especially government documents and annual reports, probably because it sounds important…and pretentious. The word to use instead is “method.” The “-logy” tacked onto the end of method transforms it into the study of methods. (That -logy ending comes from the ancient Greek λογία for “the study of.”) So methodology has its place in English — it’s just that it should stay there and not substitute for method. (One interesting note: The IRS itself, in contrast to the senator speaking about the IRS, almost always uses the word method instead of methodology. Count on tax professionals to use a more economical word.)

moot

“Whether you need to appoint a Data Protection Officer or not is a mute-point.”

Actually, it’s not a mute point at all, because a point isn’t speechless. It should be moot, not mute. But even spelled right, moot is tough to use correctly. The use of moot is, well, moot…and we’re not being cute. What we’re saying is that the meaning of moot is “open to debate” — which is the time-honored definition of moot. But by the mid-1800s, moot also began meaning “something not worth considering.” The idea was that something debatable is of no practical value, so not worth bothering with. So sometimes moot is used to mean “definitely not debatable” because the point is so immaterial. This change in meaning is primarily North American, and it is one that has stuck, although language purists argue about it. Our advice: Choose another word.

statistically significant

“Facebook is ‘a positive, significant predictor of divorce rate….’ [T]he study’s authors feel they’re noticing something that’s genuinely statistically significant.”

You see it all the time nowadays: A study has shown something worrisome! The findings are statistically significant! Uh-oh! But statistically significant doesn’t necessarily mean that the results were significant in the sense of “Wow!” It just means that they signify that whatever was observed has only a low probability of being due to chance. The problem is, in nonstatistical use, significant means something noteworthy or important. So nonstatistical types see “statistically significant” and think it refers to something big. But actually a study can find something statistically significant that has only a tiny effect. For example, Facebook could increase the risk of divorce by a statistically significant 1%. Big deal.

unique

“The Skyline Group of Companies is one of Canada’s fastest-growing and most unique investment management organizations…”

Unique means being the “only one of its kind; unlike anything else.” So something can’t be the “most unique” — it can only be unique. But times are changing. Some dictionaries, like Merriam-Webster, now also define unique as “extraordinary,” although Merriam-Webster does say that this “common usage is still objected to by some.” Include us in the ranks of the “some” (although we’re not as impassioned as the New York Times book reviewer who called this usage of unique an “indefensible outrage!”). Let’s keep unique meaning, well, unique. For plural things that we want to call unique, we can instead say “unusual” or “exceptional.” So we could say that Skyline is an “exceptional” investment management organization…but let’s leave that to the PR department.

utilize

“Among the goals of the partnership will be to utilize Vium’s technology to track digital biomarkers…”

Substitute “used” for “utilized.” Does it make a difference? The only one we can see is that utilized is longer. So why use it? Yes, “utilize” can be distinguished from “use” when something is serving a purpose that it wasn’t intended for (“She utilized her dead tablet as a doorstop”), but it’s a slight distinction and “use” can still work. Utilize can also mean “to convert to use,” most often in scientific writing. (“The body utilizes carbohydrates.”) Even here, use can work, although it sounds a lot less scientific for some reason. In general, utilize is just a fancy way of saying use, and is usually best not utilized used at all.

These nine words are only the tip of an iceberg. From “a priori” to “untenable,” words can work for you or against you. And that’s our last (not penultimate!) word, at least in this article, on the words that can trip you up.

Word formation

There are four main kinds of word formation: prefixes, suffixes, conversion and compounds.

Prefixes

We add prefixes before the base or stem of a word.

examples	prefixes
monorail, monolingual	mono- means ‘one’
multipurpose, multicultural	multi- means ‘many’
post-war, postgraduate	post- means ‘after’
unusual, undemocratic	un- means ‘not’ or ‘opposite to’

See also:

Prefixes

Suffixes

We add suffixes after the base or stem of a word. The main purpose of a suffix is to show what class of word it is (e.g. noun or adjective).

examples	suffixes
terrorism, sexism	-ism and -dom are used to form nouns
employer, actor	-er and -or are used to form nouns to describe people who do things
widen, simplify	-en and -ify are used to form verbs
reasonable, unprofitable	-able is used to form adjectives

examples	suffixes
unhappily, naturally	-ly is a common suffix used to form adverbs

See also:

Suffixes

Word classes and phrase classes

Conversion

Conversion involves the change of a word from one word class to another. For example, the verbs to email and to microwave are formed from the nouns email and microwave:

Can you text her? (verb from noun text, meaning to send a text-message)

They are always jetting somewhere. (verb from noun jet)

If you're not careful, some downloads can damage your computer. (noun from verb download)

OK, so the meeting's on Tuesday. That's a definite. (noun from adjective)

It's a very big if and I'm not at all sure we can afford it. (noun from conjunction, meaning 'it's not at all certain')

All companies have their ups and downs. (nouns from prepositions)

We also use conversion when we change a proper noun into a common noun:

Has anybody seen my Dickens? (copy of a book by Dickens)

Compounding

When we use compounding, we link together two or more bases to create a new word. Normally, the first item identifies a key feature of the second word. For example, the two bases back and ache can combine to form the compound noun backache, and the two bases post and card combine to form the compound noun postcard.

Compounds are found in all word classes. The most common types of compounds are:
Nouns: car park, rock band

Adjectives: heartbreaking, sugar-free, airsick

Verbs: oven-bake, baby-sit, chain-smoke

Adverbs: good-naturedly, nevertheless

It is sometimes difficult to know where to put hyphens in words that are compound ed. It is also difficult to know whether to separate words (e.g. post box) or to join the words (e.g. postbox). In such cases, it is best to check in a good learner's dictionary.

See also:

Compounds

Compound words

Compound words

Hyphens

Verbs: formation

Abbreviation

Abbreviation involves shortening a word. We do this in three main ways: clipping, acronyms and blends.

We use clipping when we shorten or 'clip' one or more syllables from a word. We also commonly clip proper names for people:

ad: advertisement, advert

lab: laboratory

Matt: Matthew

Acronyms are a type of abbreviation formed when the initial letters of two or more words are combined in a way that produces consonant and vowel sequences found in words. Acronyms are normally pronounced as words:

RAM: random access memory (RAM is a term used to describe a computer's memory.)

Initials are similar to acronyms but are pronounced as sets of letters, not as words:

WHO: World Health Organisation, pronounced W–H–O

CD: compact disc, pronounced C–D

We form blends when we combine parts of existing words to form a new word:

blog: blend of web and log

motel: blend of motor and hotel

smog: blend of smoke and fog

See also:

Abbreviations, initials and acronyms

Back-formation

We form words with back-formation when we remove part of a word, usually something which we think is a suffix (or occasionally a prefix). We do this commonly when we form verbs from nouns.

For example: to liaise (back-formed from the noun liaison); to intuit (back-formed from the noun intuition), to enthuse (back-formed from the noun enthusiasm):

Can you liaise with Tim and agree a time for the meeting, please?

She's always enthusing about her new teacher.

Loan words and new words

Loan words

Loan words are words that are borrowed from other languages. Some recent loan words for food taken from other languages include: sushi, tapas, chapatti, pizza. When we use loan words, we do not normally change them, though we do sometimes inflect them if they are singular countable nouns (pizzas, chapattis). We also sometimes pronounce them more like English words, instead of using their original pronunciation.

New words

Some prefixes are commonly used to create new words. In modern English the prefix e- is used to create new words that are connected with the Internet and the use of the Internet:

e-bank, e-cards, e-commerce, e-learning

Almost any noun may potentially combine with any other noun to form new noun compounds (e.g. computer virus, carbon footprint, quality time).

Popular searches

01 As, because or since?

02 Had better

03 Conjunctions

04 A/an and the

05 Either … or…

06 Made from, made of, made out of, made with

07 Suffixes

08 Nouns: countable and uncountable

09 Other, others, the other or another?

10 Inversion

Synonyms and Antonyms

Synonyms and Antonyms form an important part of competitive exams. Candidates frequently face questions related to synonyms and antonyms in the English language section of various Government exams such as SSC, RRB, Bank, IBPS and more.

Candidates tend to lose marks in the English section if their vocabulary is not up to the mark. The usage of Synonyms and Antonyms is essential in day to day communication as well. Hence, we are providing the list of Synonyms and Antonyms containing more than 400 English synonym and antonym words.

Candidates will also get sample questions on synonyms and antonyms asked in the examination and will be able to download the list of Synonyms and Antonyms in PDF Format for preparation at ease.

Synonyms And Antonyms – Meanings

Before learning various words of synonyms and antonyms, let us first understand the meaning of both the words.

What is a Synonym?

A synonym is a word/phrase, the meaning of which is the same or nearly the same as another word or phrase. Words that are synonyms are described as synonymous.

Synonym examples:

- Artful – Crafty
- Ballot – Poll
- Chorus – Refrain
- Deceptive – Misleading
- Enormous – immense

What is an Antonym?

An antonym is a word/phrase that means the opposite of another word or phrase. Check the examples.

Antonym examples:

- Admire – Detest
- Bravery – Cowardice
- Crooked – Straight
- Dainty – Clumsy
- Economise – Waste

- Synonyms And Antonyms List
- Now that you are familiar with the meanings of both synonyms and antonyms, go through the table below comprising 400 plus English Synonyms and Antonyms.

Synonyms And Antonyms List		
Words	**Synonyms – Same Meaning**	**Antonyms – Opposites**
Abate	Moderate, decrease	Aggravate
Adhere	Comply, observe	Condemn, disjoin
Abolish	Abrogate, annul	Setup, establish
Acumen	Awareness, brilliance	Stupidity, ignorance
Abash	Disconcert, rattle	Uphold, Discompose
Absolve	Pardon, forgive	Compel, Accuse
Abjure	Forsake, renounce	Approve, Sanction

Abject	Despicable, servile	Commendable, Praiseworthy
Abound	Flourish, proliferate	Deficient, Destitute
Abortive	Vain, unproductive	Productive
Acrimony	Harshness, bitterness	Courtesy, Benevolence
Accord	Agreement, harmony	Discord
Adjunct	Joined, Added	Separated, Subtracted
Adversity	Misfortune, calamity	Prosperity, Fortune
Adherent	Follower, disciple	Rival, Adversary
Adamant	Stubborn, inflexible	Flexible, Soft
Admonish	Counsel, reprove	Approve, Applaud
Allay	Pacify, soothe	Aggravate, Excite
Alien	Foreigner, outsider	Native, Resident
Ascend	Climb Escalate	Descend, Decline
Alleviate	Abate, relieve	Aggravate, Enhance
Allure	Entice, fascinate	Repulse, Repel
Arraign	Incriminate, indict	Exculpate, Pardon
Amplify	Augment, deepen	Lessen, Contract
Axiom	Adage, truism	Absurdity, Blunder
Audacity	Boldness, Courage	Mildness, Cowardice
Authentic	Accurate, credible	Fictitious, unreal
Awkward	Rude, blundering	Adroit, clever
Barbarous	Frustrate, perplex	Civilized

Bleak	Grim, Austere	Bright, Pleasant
Bewitching	Alluring, charming	Repulsive, Repugnant
Baroque	Florid, gilt	Plain, unadorned
Brittle	Breakable, crisp	Tough, Enduring
Barrier	Barricade, Obstacle	Link, Assistance
Baffle	Astound, Faze	Facilitate, Clarify
Bustle	Commotion, Tumult	Slowness, Quiet
Barren	Desolate, Sterile	Damp, Fertile
Bawdy	Erotic, Coarse	Decent, Moral
Bind	Predicament	Release
Batty	Insane, silly	Sane
Benevolent	Benign, Generous	Malevolent, Miserly
Befogged	Becloud, Dim	Clear headed, Uncloud
Base	Vulgar, Coarse	Summit, Noble
Benign	Favorable, friendly	Malignant, Cruel
Busy	Active, Engaged	Idle, Lazy
Bleak	Austere, Blank	Bright, Cheerful
Bold	Adventurous	Timid
Boisterous	Clamorous, rowdy	Placid, Calm
Blunt	Dull, Insensitive	Keen, Sharp
Callous	obdurate, unfeeling	Compassionate, Tender

Homophones

Homophones are pairs of words that sound the same, but have distinctly different meanings and different spellings. Understanding homophones is an essential part of mastering the English language, both for vocabulary building and spelling.

20 Common Homophone Pairs

Some common examples of homophones, including the words used in a sentence, are:

- **brake/break**: When teaching my daughter how to drive, I told her if she didn't hit the brake in time she would break the car's side mirror.
- **cell/sell**: If you sell drugs, you will get arrested and end up in a prison cell.
- **cent/scent**: I won't spend one cent on a bottle of perfume until I know that I love the scent.
- **die/dye**: If you accidentally drank a bottle of fabric dye, you might die.
- **flour/flower**: To bake a flower-shaped cake, you'll need some flour.
- **for/four**: I purchased four new pairs of shoes for my upcoming vacation.
- **heal/heel**: If the heel breaks on your shoe, you might fall. However, your injuries will heal over time.
- **hear/here**: I wanted to sit here so I could hear the singer performing without any distractions.
- **hour/our**: We have one hour before our appointment with the real estate agent.
- **idle/idol**: Being idle makes me unhappy, but listening to my idol Taylor Swift makes me happy.
- **knight/night**: The knight is on his way to the castle, but traveling at night is very dangerous.
- **knot/not**: I do not know how she learned to tie the knot to make that necklace.
- **poor/pour**: I pour drinks at a bar every night. I am poor because I have too many bills and not enough money.
- **right/write**: There is no right way to write a great novel.

- **sea/see**: At my beach house, I love to wake up and see the sea.
- **sole/soul**: I need to get a new sole put on my favorite pair of running shoes. Jogging is good for my soul.
- **son/sun**: My son is 13 years old. He likes to spend time outside in the sun.
- **steal/steel**: Someone who decides to steal a car has committed a crime, but auto parts are made of steel.
- **tail/tale**: My cat was crazily chasing his tail while I read a fairy tale to my children.
- **weather/whether**: I don't know whether to bring a jacket or not.
The weather looks unpredictable today.

Select vocabulary of about 500-1000 New words

a
ability
able
about
above
accept
according
account
across
act
action
activity
actually
add
address
administration
admit
adult
affect
after
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against
age

agency
agent
ago
agree
agreement
ahead
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anyone
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apply
approach
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argue
arm
around
arrive
art
article
artist
as
ask

assume
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attack
attention
attorney
audience
author
authority
available
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baby
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bad
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bank
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beautiful
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campaign
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close
coach
cold
collection
college
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evidence
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example
executive
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expect
experience
expert
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fail
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family
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fear
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feel
feeling
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Requisites of Sentence Construction

Avoid excessive coordination

Be sparing in the number of coordinating conjunctions you use within one sentence or series of sentences. A passage containing many *and's* or *but's* is not easy to read. Revise passages like the following:

Faulty I grew up in a large family, and we lived on a small farm in a poor area of Iran, and every day I had to get up early and do farm work and spend a lot of time cleaning out the animals' stables, and then I would be exhausted in the evening and would go to bed very early, and I never had time to read.

Revised Because I grew up in a large family on a small farm in a poor area of Iran, every day I had to get up early to do farm work, mostly cleaning out the animals' stables. I would be so exhausted in the evening that I would go to bed very early, without ever having time to read.

Use coordinate structures for coordinate ideas.

Connect ideas of equal importance with coordinating conjunctions.

Example Every morning Dad makes pancakes, and Mom reads the paper.

To highlight one idea over another, put important information in the independent clause and subordinate less important information.

Faulty He lived in a hotel, and he never had to do anything for himself.
[The second clause is the point that the writer wants to emphasize; the first clause provides explanatory information.]

Revised When he lived in a hotel, he never had to do anything for himself.

Avoid excessive subordination.

Avoid writing sentences with many dependent clauses. Even if the sentences are accurately constructed, they become difficult for the reader to unravel.

Faulty Because the report was weak and poorly written, the boss, who wanted to impress the company president by showing her how efficient his division was, to gain more prestige in the company, decided, despite the fact that he was under pressure of an imminent deadline, that he would rewrite the report over the weekend.

Revised Because the report was weak and poorly written, *the boss decided to rewrite it over the weekend,* despite the pressure of an imminent deadline. *He wanted to impress the company president* by showing her how efficient his division was so that he could gain more prestige.

Vary your sentence connections.

Vary the way you connect ideas in your writing so that you also vary your sentence structure and place emphasis where it best serves your ideas.

Example The guitarist had grown up with seven sisters. As a result, he really knew about women.

The guitarist had grown up with seven sisters, so he really knew about women.
[In these two examples, both ideas — growing up with seven sisters and knowing about women — receive equal weight and are given equal importance.]

Because the guitarist had grown up with seven sisters, he really knew about women.
[In this example, the sentence emphasis is placed on knowing about women; growing up with seven sisters is made subordinate in a dependent clause.]

Options for Connecting Clauses

Coordinating Conjunction	Transitional Expression	Subordinating Conjunction
and (addition)	also, further, furthermore, moreover, in addition	(none)
but, yet (contrast)	however, nevertheless, on the other hand	although, even though, whereas, while
or, nor (alternative)	instead, otherwise, alternatively	unless
so, for (result)	therefore, as a result, hence, consequently, thus, accordingly, then	because, as, since, so/such . . . that, now that, once

Paragraph Development

- Unity
- Coherence
- Adequate Development
- Topic Sentences

A paragraph is a collection of sentences which all relate to one main idea or topic. Effective paragraphs have four main characteristics: a topic sentence, unity, coherence, and adequate development. Each of these characteristics is discussed below.

Unity

Unity refers to the extent to which all of the ideas contained within a given paragraph "hang together" in a way that is easy for the reader to understand. When the writer changes to a new idea -- one which is not consistent with the topic sentence of the paragraph -- the writer should begin a new paragraph. Unity is important because it aids the reader in following along with the writer's ideas. The reader can expect that a given paragraph will deal only with one main topic; when a new paragraph begins, this signals that the writer is moving on to a new topic.

Consider the following example. Note that there are two main ideas presented in this paragraph. The topic sentence indicates that the paragraph will deal with the subject of "employees' attitudes," but the paragraph shifts unexpectedly to the topic of "management's attitudes." To achieve unity in this paragraph, the writer should begin a new paragraph when the switch is made from employees to managers.

Example

"Employees' attitudes at Jonstone Electric Company should be improved. The workers do not feel that they are a working team instead of just individuals. If people felt they were a part of a team, they would not misuse the tools, or deliberately undermine the work of others. Management's attitude toward its employees should also be improved. Managers at Jonstone Electric act as though their employees are incapable of making decisions or doing their own work. Managers treat workers like objects, not human beings."

Coherence

Coherence refers to the extent to which the flow of ideas in a paragraph is easily understood by the reader. For this reason, coherence is closely related to unity. When a writer changes main ideas or topics within a paragraph, confusion often results. To achieve coherence, then, a writer should show how all of the ideas contained in a paragraph are relevant to the main topic.

Consider the example below. In this paragraph, the writer begins with the topic of job-skills courses, but veers off onto the topic of algebra and history before returning to the subject of courses on employment. As a result, the paragraph is disjointed and difficult to understand.

Example

"Schools should offer courses to help students with the problems of unemployment. Such a course might begin with a discussion of where to find employment, then cover resume writing and interviewing. Algebra and history don't help students with real-world needs. They are required courses that students aren't interested in, and this is frustrating for students who would rather learn about other subjects. If schools offered job-skills courses, students would be well prepared for the difficult task of finding a job once they finish school."

Adequate Development

A paragraph is adequately developed when it describes, explains and supports the topic sentence. If the "promise" of the topic sentence is not fulfilled, or if the reader is left with questions after reading the paragraph, the paragraph has not been adequately developed. Generally speaking, a paragraph which consists of only two or three sentences is under-developed. A good rule of thumb to follow is to make sure that a paragraph contains at least four sentences which explain and elaborate on the topic sentence.

Consider the paragraph below. The topic sentence promises to discuss "several" points of comparison and contrast between leadership and management, but the remainder of the paragraph falls short of fulfilling this promise. Only one point of comparison is raised, and this point is left unexplained. Several questions remain unanswered. How are leaders different from managers? In what specific ways are the two alike? Why must a manager be a good leader to be effective? Why must good leaders know how to manage people effectively? To achieve adequate development in this paragraph, these questions should be addressed.

Example

"The topics of leadership and management are both similar to and different from one another in several important ways. To be effective, a manager should be a good leader. And good leaders know how to manage people effectively."

Generally speaking, a paragraph should contain between three and five sentences, all of which help clarify and support the main idea of the paragraph. When a writer begins a new paragraph, it signals to the reader that the writer is changing thoughts or ideas, or is moving on to discuss a different aspect of a main idea.

Topic Sentences

Beginning a paragraph with a topic sentence is one of the best ways to achieve clarity and unity in one's writing. The function of a topic sentence is to describe what the paragraph will be about, such that the reader has clear expectations about what will follow. An effective topic sentence typically contains only one main idea. The remainder of the paragraph then develops that idea more fully, offering supporting points and examples. After reading a topic sentence, one should be able to anticipate the type of information contained in the rest of the paragraph. If the remainder of the paragraph does not fulfill the "promise" of the topic sentence, the paragraph will lack unity, coherence and adequate development.

Examples

"The cockroaches that inhabit many city apartments and homes are parasites that are almost impossible to exterminate completely."

Notice that this sentence clearly identifies that the key topic of the paragraph is cockroaches. It also indicates what the remainder of the paragraph will discuss: the difficulty of exterminating cockroaches. The reader can then expect the rest of the paragraph to explain how and why cockroaches are difficult to eliminate.

"Many television cartoons contain an unhealthy amount of violence."

Notice that this sentence clearly identifies that the key topic of the paragraph is violence in television cartoons. It also indicates that the remainder of the paragraph will discuss how much violence cartoons typically contain, and how/why this violence is unhealthy for viewers.

"An increasing number of people in America are enjoying the benefits of organically grown fruits and vegetables."

This topic sentence indicates that the remainder of the paragraph will cover the trend in the United States toward eating organic foods. The reader can also anticipate learning more in this paragraph about the specific benefits of organic foods.

Techniques and Methods

Methodological organization of teaching practices

Methodology informs teachers about different ways to organize teaching practices. Harmer (2001), for example, suggests that there are four levels of organization at the level of methodology, namely, approach, method, procedure, and techniques. The following description is inspired by this framework. Many elements of this framework are also discussed by Anthony (1963) and Richards and Rodgers (1986).

Before, describing our framework of the organization of teaching practices, let’s first review briefly Anthony’s and Richards & Rodgers’ models.

The following table shows how approach, method, procedure, and technique have been viewed by Anthony (1963) and Richards & Rodgers (1986):

Antony’s model	Approach	▪ Theory of language ▪ Theory of language
	Method	▪ An overall plan for the orderly presentation of language material, no part of which contradicts, and all of which is based upon, the selected approach
	Technique	▪ The actual implementation in the language classroom

Richards and Rodgers model	Method	Approach	▪ Theory of language ▪ Theory of language
		Design	▪ Objectives ▪ Syllabus type ▪ Activity types ▪ Learner Roles ▪ Teacher Roles ▪ Role of materials
		Procedure	▪ Techniques ▪ Practices ▪ Behaviors

For the sake of the simplification of the above models, approach, method, procedure, and technique are viewed in the following description as flowing in a hierarchical model. First, an approach, which provides theoretical assumptions about language and learning, informs methods. Each method shouldn't contradict the approach on which it is based. Similarly, procedures are ordered sequences of techniques that have to be aligned with the theoretical assumption a method aspires to put into practice.

Approach

An approach refers to the general assumptions about what language is and about how learning a language occurs (Richards and Rodgers, 1986). It represents the sum of our philosophy about both the theory of language and the theory of learning. In other words, an approach to language teaching describes:

1. The nature of language,
2. How knowledge of a language is acquired,
3. And the conditions that promote language acquisition.

Method

A method is a practical implementation of an approach. A theory is put into practice at the level a method. It includes decisions about:

- The particular skills to be taught,
- The roles of the teacher and the learner in language teaching and learning,
- The appropriate procedures and techniques,
- The content to be taught,
- And the order in which the content will be presented.

It also involves a specific syllabus organization, choices of the materials that will boost learning, and the means to assess learners and evaluate teaching and learning. It is a sort of an organizing plan that relies on the philosophical premises of an approach.

Procedures

Jeremy Harmer (2001) describes ‘procedures’ as “an ordered set of techniques.” They are the step-by-step measures to execute a method. A common procedure in the grammar-translation method, for example, is to start by explaining the grammar rules and exemplifying these rules through sentences that the students then had to translate into their mother tongue. According to Harmer, a procedure is “smaller than a method and larger than a technique.”

Technique

Implementing a procedure necessitates certain practices and behaviors that operate in teaching a language according to a particular method. These practices and behaviors are the techniques that every procedure relies on. Techniques, in this sense, are part and parcel of procedures. They are the actual moment-to-moment classroom steps that lead to a specified outcome. Every procedure is realized through a series of techniques. They could take the form of an exercise or just any activity that you have to do to complete a task. For instance, when using videos, teachers often use a technique called “silent viewing” which consists of playing the video without sound and asking students to figure out what the characters were saying.

Inductive

When there is little to no existing literature on a topic, it is common to perform inductive research because there is no theory to test. The inductive approach consists of three stages:

1. **Observation**
    - A low-cost airline flight is delayed
    - Dogs A and B have fleas
    - Elephants depend on water to exist
2. **Observe a pattern**
    - Another 20 flights from low-cost airlines are delayed
    - All observed dogs have fleas
    - All observed animals depend on water to exist
3. **Develop a theory**
    - Low cost airlines always have delays
    - All dogs have fleas
    - All biological life depends on water to exist

Limitations of an inductive approach

A conclusion drawn on the basis of an inductive method can never be proven, but it can be invalidated.

Example
You observe 1000 flights from low-cost airlines. All of them experience a delay, which is in line with your theory. However, you can never prove that flight 1001 will also be delayed. Still, the larger your dataset, the more reliable the conclusion.

Deductive

When conducting deductive research, you always start with a theory (the result of inductive research). Reasoning deductively means testing these theories. If there is no theory yet, you cannot conduct deductive research.

The deductive research approach consists of four stages:

1. **Start with an existing theory**
    - Low cost airlines always have delays
    - All dogs have fleas
    - All biological life depends on water to exist
2. **Formulate a hypothesis based on existing theory**
    - If passengers fly with a low cost airline, then they will always experience delays
    - All pet dogs in my apartment building have fleas
    - All land mammals depend on water to exist
3. **Collect data to test the hypothesis**
    - Collect flight data of low-cost airlines
    - Test all dogs in the building for fleas
    - Study all land mammal species to see if they depend on water
4. **Analyse the results: does the data reject or support the hypothesis?**
    - 5 out of 100 flights of low-cost airlines are not delayed = reject hypothesis
    - 10 out of 20 dogs didn't have fleas = reject hypothesis
    - All land mammal species depend on water = support hypothesis

Limitations of a deductive approach

The conclusions of deductive reasoning can only be true if all the premises set in the inductive study are true and the terms are clear.

Example

- All dogs have fleas (premise)
- Benno is a dog (premise)
- Benno has fleas (conclusion)

Based on the premises we have, the conclusion must be true. However, if the first premise turns out to be false, the conclusion that Benno has fleas cannot be relied upon.

Spatial

Spatial data science (SDS) is a subset of Data Science that focuses on the unique characteristics of spatial data, moving beyond simply looking at where things happen to understand why they happen there**.**

SDS treats location, distance & spatial interactions as core aspects of the data using specialized methods & software to analyze, visualize & apply learnings to spatial use cases.

Linear

In linear model, communication is considered one way process where sender is the only one who sends message and receiver doesn’t give feedback or response. The message signal is encoded and transmitted through channel in presence of noise. The sender is more prominent in linear model of communication.

Linear model was founded by Shannon and Weaver which was later adapted by David Berlo into his own model known as SMCR (Source, Message, Channel, Receiver) Model of Communication.

Linear model is applied in mass communication like television, radio, etc. This model is not applicable in general human communication as general human communication has to have feedback and responses.

Components of Linear Communication

Linear model has defined set of components required for a communication to be established where

- Sender is the person who sends a message after encoding.
- Encoding is the process of converting the message into codes compatible with the channel and understandable for the receiver.
- Decoding is the process of changing the encoded message into understandable language by the receiver.

- Message is the information sent by the sender to the receiver.
- Channel is the medium through which the message is sent.
- Receiver is the person who gets the message after decoding.
- Noise is the disruptions that are caused in the communication process in channel or in understandability of the message.

Types of Linear Communications

Different types of communication models based on linear model of communication are:

Aristotle's Model

Aristotle's Model is a linear communication model which was made for public speaking. In Aristotle's model, the speaker sent message and the audience receive it. The model was made to establish a propaganda. Learn more about, Aristotle Model of Communication.

Shannon Weaver Model

The Shannon Weaver Model of Communication is a mathematical model used for technical communication or machine communication like telegraph and telephone. In Shannon Weaver's model, if the channel does

not have distorting elements or noise producing elements, the communication is successful. Learn more about Shannon Weaver Model of Communication.

Berlo's SMCR Model

Berlo's Model was made to understand general human communication. In Berlo's Model, communication depends on many factors: like communication skills, attitude, knowledge, socio-cultural systems, the way in which the message has been sent, the content of the message, senses of the receiver, etc. Learn more about, Berlo's SMCR Model of Communication

Criticisms of Linear Model

- The model assumes that communication has a particular beginning and an end, so it is not continuous.
- There is no concept of feedback which makes it inapplicable to direct human communication and only applicable to mass communication like newspaper, television, etc. There is no way to know if the communication was effective or not.

- Human communication is mostly circular rather than linear as audience is also an active participant.
- Communication may not happen in turns and more than one message can be sent at the same time.
- The sender must have the ability to encode and the receiver must have the ability to decode.
- The model has become less relevant to electronic communication and internet where it's not clear who is the sender and who is the receiver.

Chronological

A chronological resume, also known as a reverse-chronological resume, is the most popular format among job seekers and recruiters. As the name suggests, this format puts your most recent employment first followed by the one before it until you work your way back to your first job.

Recruiters and HR managers prefer the chronological resume layout because it gives them an easy way to digest an applicant's career trajectory and it's the most widely used format so they're more accustomed to it. Applicants prefer this for the same reason; it highlights their career's progression and increasing scope of their responsibilities and skills. In this post we'll explain what a chronological resume is and why it's the most popular resume format. You'll also discover how to write a chronological resume format yourself.

What Is a Chronological Resume? How Does It Compare to Other Resume Formats?

The table below summarizes the main differences among the three formats. Most notable of all the differences is how the functional format highlights skills relevant to the job, regardless of when and where the applicant acquired them.

The combination resume format is flexible, which makes it hard to distinguish from other formats sometimes. In most case though, a combination resume starts with a functional layout that includes a qualifications summary or career highlights followed by a list of skills relevant to the job. After that comes the chronological part: the work history and education section.

The following table shows a comparison between the chronological resume format, the functional resume format, and the combination or hybrid resume format:

Section	Chronological Resume Format	Functional Resume	Combination or Hybrid Resume Format
Resume's Focus	Applicant's career trajectory and current or last employment	Skills	Combination of the applicant's skills and professional experience
Work experience section	Listed just below the professional summary, and includes a bullet-point list describing the candidate's skills and accomplishments	Relegated to the bottom of the resume, and only lists the employer's name, job title, and employment duration.	Work history is listed after the skills section
Advantages	Easy to comprehend, highlights applicant's career trajectory	Conceals applicant's lack of career projection, or employment gaps if any.	Combines the advantages of the two formats
Disadvantages	Too common	Suggests the applicant is hiding something. Recruiters not used to this format may find it confusing to read	Not suitable for applicants with limited work history
Recommended	Suitable for all	Entry level candidates with zero job	CEOs and executives

for	candidates	experience, career changers or transitioners, applicants with employment gaps	with a long career history

Chronological Resume Format

Here's a list of all the sections a traditional chronological resume format needs in the correct order:

1. Contact information
2. Header
3. Introduction
4. Education
5. Skills
6. Additional Sections

Use a Professional Resume Template

Before we dive into how to write a chronological resume, let's take a quick look at resume templates. One way to make sure your chronological resume looks good is to use a professional template. We've got a number of professional resume templates available for purchase on GraphicRiver. If you've got an Envato Elements subscription, you'll have unlimited access to a variety of professional resume templates. The resumes from both of these sources have numerous features to build a chronological resume, functional resume, or combination resume.

Many of these templates also have additional creative options for displaying your portfolio, include a well-branded cover letter template, and more. All these features can help you stand out visually and land that job you're applying for!

The Art of Condensation- various steps

Condensation is the process of a substance in a gaseous state transforming into a liquid state. This change is caused by a change in pressure and temperature of the substance. In this lesson, you will learn about some examples and test your knowledge with a short quiz.

Definition

It's the middle of summer, and the sun is shining. You have been helping your parents outside with yard work for the past hour, and you're sweating! After the work is done, you head inside to cool off in the air conditioning and grab a glass of water. Since you'll be going to the movies later, you decide to take a quick shower. You glance at yourself in the mirror before getting in, noticing that your face is slightly burnt.

After your shower, you take another quick look to see if your sunburn is any worse. But wait! You forgot to turn the fan on and the mirror is now covered with fog. You wipe a section with your hand and notice that there are small beads of water on the mirror. Where did the fog and beads of water come from?

Condensation is the process by which water vapor in the air is changed into liquid water. In other words, the water in the air, a gas known as water vapor, from your hot shower cooled when it met the surface of the cold mirror. This caused the water vapor to condense, or turn into its liquid form. You notice it as moisture or beads of water and fog that has formed on the mirror.

You can also think of condensation in terms of being the opposite of evaporation, or the process of a liquid turning into a gas. This happens when a pot of water is boiled on the stove. The steam, another form of water vapor, and bubbles you see in the boiling pot of water are evidence of the liquid being changed into gas.

Condensation Explained

The condensation point of water is the same as the boiling point of water. This occurs at 212 degrees Fahrenheit or 100 degrees Celsius. As you increase water up to and beyond 100 degrees Celsius, the water will boil. If you reverse the process and the cool water vapor down to and below 100 degrees Celsius, it will condense and return to liquid form.

While condensation occurs at all temperatures between 32 Fahrenheit (or 0 Celsius) and 212 F (or 100 Celsius), it is most noticeable when there is a large temperature difference between an object and the atmosphere. For example, you may see beads of water on the outside of a bucket of ice cream on a hot day. In this case, you can see condensation in action.

However, three hours later, that bucket of ice cream is now melted and the water on the outside may be gone. But, condensation is still happening, just at a much smaller and slower rate, so it may not be noticeable. Keep in mind that there is always water in the air, even though we do not always 'see' evidence of it.

The condensation of water can be shown on a pressure temperature graph.

Additional Activities

Condensation Activity 1

1. Obtain two clear plastic cups.

2. Fill the first plastic cup halfway with hot (steaming) water.

3. Place the second cup on top of the first cup so that the rims of both cups are aligned.

4. Place an ice cube on top of the second cup.

5. Hypothesize where condensation will occur (sample answers: inside of the first cup, outside of the second cup, etc.)

Expected observation: Condensation will occur inside of the second cup. Steam is the gaseous form of water. As the steam in the first cup rises, it reaches the second cup where the air is cooler. Upon reaching cooler air, steam cools below the boiling point of water and a phase change occurs that produces droplets of liquid water.

Condensation Activity 2

1. Fill a clear plastic cup about halfway with water and place in the freezer.

2. After 10 minutes, remove the plastic cup from the freezer and place on a table or counter.

3. Hypothesize where condensation will occur (sample answers: inside of the cup, outside of the cup, etc.)

Expected observation: Condensation will occur outside of the cup. The air around us is full of moisture. Moisture is water in vapor (gas) form. As air circulates, some of the water vapor comes in contact with the colder air surrounding the cup. Upon reaching cooler air, the water vapor cools below the boiling point of water and a phase change occurs that produces droplets of liquid water. Note: Some condensation may also occur inside the cup as the inside of the cup is cooler than the surrounding air, but more noticeable condensation should occur outside the cup because a greater portion of that outside surface is more directly exposed to the surrounding air.

Unit - III

Forms of Technical Communication

Business Letters

Whenever you need to communicate with another company or share important news, business letters can present your message in a classic, polished style. Unlike internal memos, business letters are usually written from one company to another, which is why they're so formal and structured. However, letters are also quite versatile, as they can be used for official requests, announcements, cover letters, and much more.

Despite the formality, letters can still have a friendly tone, especially because they include brief introductions before getting to the main point. Regardless of the tone you use in your letter, your writing should remain concise, clear, and easy to read.

The structure of a business letter

The business letter's precise structure is crucial to its look and readability. As you write your letter, you can follow the structure below to create an effective document.

- Opening: Include your mailing address, the full date (for example, July 30, 2017), and the recipient's name, company, and address. Skip one line between your address, the date, and your recipient's information. Don't add your address if you're using letterhead that already contains it.
- Salutation: Address the recipient using "Dear," along with their title and last name, such as "Dear Mr. Collins" or "Dear Director Kinkade." If you don't know the recipient's gender, use their full name, such as "Dear Taylor Dean." Finally, be sure to add a colon to the end of the salutation.
- Body: In the first paragraph, introduce yourself and the main point of your letter. Following paragraphs should go into the details of your main point, while your final paragraph should restate the letter's purpose and provide a call to action, if necessary.
- Closing: Recommended formal closings include "Sincerely" or "Yours truly." For a more personal closing, consider using "Cordially" or "Best regards." Regardless of what you choose, add a comma to the end of it.
- Signature: Skip four lines after the closing and type your name. Skip another line and type your job title and company name. If you're

submitting a hard copy, sign your name in the empty space using blue or black ink.

- Enclosures: If you're including documents with this letter, list them here.

Another important part of the structure is the layout, which determines how the text is formatted. The most common layout for a business letter is known as block format, which keeps all text left-justified and single spaced, except for double spaces between the paragraphs. This layout keeps the letter looking clean and easy to read.

Revision

As stated in Business Writing Essentials, revision is a crucial part of writing. Review your letter to keep it concise, and proofread it for spelling and grammar errors. Once you're finished writing, ask someone to read your letter and give you feedback, as they can spot errors you may have missed. Also make sure any enclosures are attached to your document and that any hard copies are signed.

After revising the content, consider the appearance of your letter. If you're printing a hard copy, be sure to use quality paper. Also try using letterhead to give your document a more official look.

Example of a business letter

To see this lesson in action, let's take a look at a polished business letter by reviewing the example below.

316 Colonial Pkwy
Esterhazy, NM 87101

July 30, 2017

Ms. Ginny Clark
Overwatch Villa
7419 Bubble Net Road
Baleen, WA 98101

Dear Ms. Clark:

Hope you're doing well. I'm Miranda Lawson, Director of Marketing at Mass Airlines, and I wanted to share some marketing ideas with you that could benefit both of our companies.

Whenever our flight crews fly into the Seattle area, they overwhelmingly prefer staying at the Overwatch Villa, but there is often no vacancy. If the Overwatch Villa were to permanently reserve a block of rooms for our crew members, we'd be happy to promote the Overwatch Villa in our in-flight magazine at a significant discount.

To demonstrate what a Mass Airlines and Overwatch Villa partnership could look like, I've enclosed three sample ads created by our graphic design team. These samples should prove that we're eager to highlight the Overwatch Villa for the millions of passengers we serve each year. If you'd like to discuss this in further detail, I can be reached at 575-555-9255, or at mlawson@massairlines.com. I look forward to hearing from you.

Sincerely,

Miranda Lawson

Miranda Lawson
Director of Marketing, Mass Airlines

This letter looks great! The structure is perfect, and the text is left-justified and single spaced. The body is formal, friendly, and concise, while the salutation and closing look good. It also contains a handwritten signature, which means it's ready to be submitted as a hard copy.

Knowing how to write a business letter will serve you well throughout your career. Keep practicing and studying it, and you'll be able to communicate in a classic style.

Sales and Credit letters

You have seen salesmen showing products launched by their company. They may also show you the new offers by the company. Sometimes you receive some emails or letters regarding some offers and discounts from some companies. You can easily notice all these during festive seasons. These types of letters or notices come under the category of sales correspondence. A letter from an organization to a supplier regarding the demand of the supply is an example of a sales letter. In this section, we are going to learn more about sales letters.

Sales Correspondence

Sales Correspondence is a written communication between two parties with the motive of sales. A sales letter is a form of sale correspondence. It is a letter that tries to sell a product. Sales letters are an effective way to communicate with clients.

It may target a specific group to grab their attention. It is like a salesman discussing the purpose but in the form of a letter. A sales letter can be general or particular in nature.

Browse more Topics under Business Correspondence

- Meaning and Importance of Business Correspondence
- Essential Qualities of a Good Business Letter
- Parts of a Business Letter
- Human Resource Correspondence
- Goodwill Letters
- Purchase Correspondence
- Tender Process and Notices

- Handling Complaints
- Accounts Correspondence
- Insurance Correspondence

Objectives and Advantages of Sales Letter

Objectives of Sales Letter

- A sales letter aims at reaching the reader to purchase the product.
- Introduction and marketing of new products and services.
- To reach potential customers.
- Expansion of the market.

Advantages of Sales Letter

- A sales letter is less expensive.
- Reach a client where a salesman cannot.
- Reach a number of clients all at the same time.
- Ease of understanding and availability of full details.
- More convenient, efficient, and comprehensive.

Elements and Format of Sales Letter

Elements of Sales Letter

Headline: Here the writer wants to grab the reader’s attention toward the main purpose of the letter.

Introduction: It is the introductory paragraph. Introduction in the sales letter provides the details of the product or the service. It also provides the reader with the cost, quality, saving and other related information.

Body: Here the writer builds his credibility. The writers provide with the worth of the product, its difference from other similar products, a list of satisfied customers, terms of contract etc.

Call to Action: In this section, the writer asks for the reader’s response and can express the gratitude. It also includes various details like warranty, discount etc.

Format of Sales Letter

Heading / Headline
Organization Letterhead

OR

Sender's Name
Name of the Organization
Address

Date

Name of the Client
Address

Greetings / Salutation (i.e., dear, to whomsoever it may concern)

The introductory paragraph (attention seeking paragraph for introduction of service or product).

Second Paragraph (like the limited offer, discounts).

Third Paragraph (contact details).

Closing Salutation

Signature Line

Writing Tips for Writing Sales Letter

- Introduce the ideas in a way that compels the reader to take a positive action.
- Introduce yourself and the product well.
- Be clear in what you are offering.
- Choose your words as per the targeted audience.
- Always use a headline.
- Make the first sentence of each paragraph count.
- Use of font styles, font sizes, bullets, and numbering etc.
- Use relevant statement showing the credibility of the product.
- Suitable closing sentences.
- Correct use of salutation.
- Proper and complete details of the product and availability.
- Always ask for attention, build interest, desire, and call of action.
- Have a simple and convincing tone.
- Avoid creating confusion and uncertainty.
- Avoid being clever and funny.
- Include your name, signature, and other contact details.
- Do not use fancy words or slangs.
- Always revise and edit the letter.

Types of Sales Letters

A sales letter has a specific purpose to meet. The various purposes can be the introduction of a new product or service, availing new offers, selling incentive etc. Let us discuss some of them here.

Introductory

This type of letter is written to a customer or a consumer to introduce to the company or a product. It also explains how readers will get benefit from the product or the service. It must grab people's attention, build their interest and call to action.

Product Update

As the name suggests, this type of letter is to describe the benefits of new products over older ones. Other details like a limited period to purchase and discount can also be included.

Selling Incentive

It promotes existing products among current customers. This type of letter must build some excitement among the reader to buy the product.

Thank You

A sender writes this letter to thank the customers to be a part of the business. It shows the value of the customer. A brief mention is given on the availability of product for the customer.

Holiday Celebration

This letter gives a chance to offer a product as a gift for customers. It also shows the discounts and the offers limited to the holiday celebration.

Invitation

It is an invitation to the customers for any celebration. This helps the customers to feel important.

Lost Customer

This type of letter is for the customers who have not been too active recently. It helps the organization to bind with them and offers them good deals.

A letter of credit is the common and used letter format in business communication. So, we r are going to discuss the Letter of credit sample and definition of letter of credit. A recommendation letter that requests an individual or organization for providing any specific amount is known as a letter of credit. Such a letter is written to favor business facilities and financial assistance to moving business agents. Due to mutual relations, such a letter is communicated between the sender and receiver who are found to be business or personal friends. The bearer of such letter gets the benefits from the receiver of such letter-Letter of credit is of two types:

1. **Ordinary letter of credit**: Such a letter is addressed to a single person or organization.

2. **Circular letter of credit**: Such a letter is addressed to various persons or organizations.

The following matters must be included in a Letter of Credit:

1. Receiver's name and address
2. Bearer's name, address, and complete identification
3. Bearer's attested specimen signature
4. The objective of the letter of credit
5. Request for providing financial/help and therefore the respective limn.
6. Proper documentation of the money receipt and forwarding of such as evidence.
7. Reimbursement system of the paid amount.
8. Duration of the letter of credit
9. Security and cautiousness.
10. Assurance for similar future assistance.
11.

Letter of Credit Sample:

The Omega Bank of Dhaka
Motijheel Circular Area, Dhaka.

Dec. 1st, 2012

Letter of Credit
Amount: Tk. 50,000.
Valid up to: Jan 25.05

Dear Sir,

We are pleased to introduce Mr. Mijanur Rahman, sales Manager, Star Network Ltd, Dhaka, Who has been a valued customer of ours for the past ten (10) years. He is undertaking a tour of Chittagong, Khulna & Jessore to explore the possibilities of setting up distribution outlets in these districts for their computer accessories.

We request you to provide him with required funds up to Tk. 50,000 (Taka fifty thousand only) against sight drafts drawn on this office, each draft is issued by you should be clearly marked with L/C 50287.

This L/C is valid up to Jan 25, 04 and all drafts during this period will be honored by us.

The amount of each draft should be entered on the back of this L/C.

You're faithfully,

Khorshed Khan
Manager, Trade service
Trade service The Omega Bank of Dhaka.

Letter of Enquiry

What is Inquiry Letter -Letter of inquiry is one of the most important types of business letters. When a buyer wishes to get some information about the quantity, price, availability etc of goods to be bought or about the terms of sale, payment etc he writes a letter of inquiry to the seller. Definition of inquiry letter, Meaning of inquiry letter, Inquiry letter definition.

What is Inquiry Letter

ACCORDING TO MORRIS PHILIP AND OTHERS, "THE LETTER THAT SEEKS INFORMATION CONCERNING THE GOODS AND SERVICES FROM A BUSINESS CONCERN IS CALLED AN INQUIRY LETTER."

QUIBLE AND OTHERS SAID, "LETTER OF INQUIRY IS A TYPE OF BUSINESS MESSAGE THAT ASKS THE RECIPIENT FOR INFORMATION OR ASSISTANCE."

IN THE OPINION OF R. V. LESIKAR AND OTHERS, "LETTERS THAT ASKS QUESTIONS OR INFORMATION ABOUT ANYTHING IS CALLED INQUIRY LETTER." BUSINESS COMMUNICATION

ACCORDING TO GARTSIDE, "AN INQUIRY LETTER ASKS INFORMATION LIKE CATALOGUE, QUOTATION, SAMPLE AND COST OF A PRODUCT FORM A SELLER IN A CONCISE AND CLEAR WAY."

So, we can define the letter of inquiry as a letter sent to the seller from the prospective buyer asking information about the price, quantity, availability etc of a product and the terms of sale, terms of payment, service etc.

Objectives of Inquiry Letter in Business Communication

Every letter has some certain objectives or motives and **inquiry letter** is not an exception. It is written on different occasions for different reason. Inquiry letter is written in order to carry out one of the following objectives bellow-

- To get the price quotation of specific commodities
- To ask for catalog
- To know payment terms
- To know the past records of job applicant
- To know the credit worthiness of a firm or a person
- To ask for folders
- To get recommendation from former employer
- To know the financial strength of a firm or a person
- To know the business reputation of a firm
- To know the transportation facility provided by the firm
- To obtain information about social status of a person or a firm

- To evaluate the performance of a person or a firm
- To learn about the quality of a product
- To know the availability of an item
- To make request for sample etc.

Types of Inquiries Letter in Business Communication

Inquiries may be of different types based on the objective, information sought and the initiatives taken. There are generally four types of inquires letter-solicited inquiry, unsolicited inquiry, inquiry for some favor and routine **inquiry letter**. These are discussed below-

- **Solicited Inquiry**: An inquiry made in response to the sellers advertisement and publicity is called a solicited inquiry. Actually it is a response by the buyer to the advertisement or publicity of a seller.
- **Unsolicited Inquiry**: An inquiry made at the buyer's own initiative is called unsolicited inquiry. This type of inquiry is made when a buyer wants to know anything from the seller.
- **Inquiry for some Favor**: An inquiry made not about goods but some other information like special price or favorable terms is called inquiry for some favor.
- **Routine Inquiry**: An inquiry made by an old or regular buyer in the usual course of action is called routine inquiry. Most of the business inquires fall in this category.

So, we find that there are different types of inquires, whatever the type is the bottom line of success of an inquiry depends upon how it is written.

Letter of Quotation

Quotation Format Letter | Format, Sample and How To Write Quotation Format Letter?

July 30, 2020 by Prasanna

Quotation Format Letter: It is a letter written by a customer to enquire about the selling price of a service or goods offered by a supplier. The supplier responds including the details of the quoted price and terms and conditions of the delivery of the services or goods to the customer through Quotation Format Letter. It is used more in business organizations while buying any products or goods.

A supplier can make a good business relationship with the customer by writing such a letter. It can reduce the time and effort of a buyer in enquiring about the prices of materials. It keeps track of all the transactions regarding the requested services or goods between both the parties. Read the complete article below to know more about the Quotation Format Letter.

Quotation Format Letter Writing Tips

Refer to the following writing tips before writing a Quotation Format Letter.

- It should be written like a formal letter. You should express appreciation for their interest in your organization.
- It must include the supplier name and address on the left side and date on which the letter has written. After this, mention the customer name and address.
- It must include a salutation at the beginning and your signature at the end of the letter.
- Mention relevant details about the materials such as price, mode of payment, terms and conditions of delivery, etc.
- Explain why the customer should select your services or goods.
- Explain to the customer how your materials can increase their business.
- Make sure to write it concise and relevant.
- Make sure to provide your contact information to communicate with you.
- Use business format style and professional language.

Quotation Format Letter

Refer to the following Quotation Format Letter before writing it.

Quotation Format Letter

From
[Name of the Customer]
[Address]
[Contact Number]
[Date]

To,
[Name of the Supplier]
[Address]

Dear [Supplier Name]

I am writing to you to know about the services [name of the services] offered by your organization. We are one of the leading [name of the business] companies in the city. We work for many prominent customers in the industry. We would like to see the quotation of the materials.

In our office, around [mention the number] workstations are available. Please provide as per the above-mentioned number. We expect good quality of service and excellent customer care facilities. Any interruption in your service will impact our business and reputation. So, we are very strict about the same. I have attached a list that comprises our requirements. Kindly check the list and let us know if you can meet our needs.

As your company is a reputed company, so your packages might be competitively priced. After deciding the price factor, you can send your representative to our company to finalize the deal.

We hope to hear from you, the best prices soon.

Yours Sincerely,
[Customer Name]

Order

The way we communicate with others is such a habitual part of us that we rarely stop and think about it. This translates into business communication too. Organizations, after all, aren't faceless entities, but groups of real people.

Effective communication affects processes, efficiency, and every layer of a company.

Organizations with connected employees have a spike in productivity of **up to 25%.**

How would a 25% productivity lift impact your company's success? Would you see a revenue increase?

Better customer service and hence, happier customers? Higher profits?

All of the above (and more)?

In this guide, we'll cover all you need to know to set up a successful business communication process.

- **What is Business Communication? The Definition**
- **Types of Business Communication**
- **Methods of Business Communication**
- **Problems That Effective Business Communication Can Solve**
- **How to Set Up Your Business Communication Process**

What is Business Communication? The Definition

Business communication is the process of sharing information between people within and outside a company.

Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors.

The importance of business communication also lies in:

- Presenting options/new business ideas
- Making plans and proposals (business writing)
- Executing decisions

- Reaching agreements
- Sending and fulfilling orders
- **Successful selling**
- Effective meetings

Related: State of Business Communication Report Reveals Shocking New Trends in 2020

All organized activity in a company relies on the process of business communication. This could be anything from managerial communication to technical communication with vendors.

And once communication becomes unclear, the company's core systems risk falling apart. Data shows that 60% of internal communications professionals do not measure internal communications. Potential reasons include not knowing where to start, the next steps, or **how to calculate ROI**.

If you feel the same, consider this:

Strong business communications in a company will likely result in higher employee engagement.

Companies with an engaged workforce see a **19.2% growth** in operating income over a 12-month period. Those with low engagement scores earn 32.7% less.

How much more successful would you be if you had better employee engagement?

And how can you ensure a business communication process that will make it possible?

Types of Business Communication

Let's first differentiate the main types of communication in a typical organization.

First, we have internal business communication.

Internal business communication can be:

- **Upward communication:** any communication that comes from a subordinate to a manager. Or from another person up the organizational hierarchy.

- **Downward communication/Managerial communication:** anything that comes from a superior to a subordinate.
- **Lateral communication/Technical communication:** internal or cross-departmental communication between coworkers

Then, there is external business communication.

External business communication is any messaging that leaves your office and internal staff. It involves dealing with customers, vendors, or anything that impacts your brand.

You can sort all communication in this spectrum into four types of business communication.

1. **Getting and receiving instructions and assignments both upward and downward.** This includes an effective delegation from one person to another. Most problems in business begin with unclear communications in this area.
2. **Sharing and discussing information, including information sharing that goes on in meetings.** When communication fails in this area, it causes tasks to be done improperly or not at all.
3. **Giving feedback, correction, and discipline to people who report to you so that they can have the knowledge and the tools that they need to do their jobs better.** Giving great, actionable feedback is a key skill for anyone in a leadership position. Non-verbal communication and body language also play a role here.
4. **Problem-solving and decision-making meetings and discussions.** These are considered among the most important discussions for any organization. This involves higher critical thinking and better communication technology.

Methods of Business Communication

When business communication actually happens, it’s either **verbal** or **written**.

Furthermore, communication takes place either **in person/face-to-face** or **remotely.**

Neither of these are better or worse for your company on their own and entirely depends on the context.

Written communication is great for keeping a paper trail of decisions and actions made as well as for putting together strategies and plans in place. Verbal interactions enable instantaneous idea generation and a more open flow of thoughts.

Some companies are in a single office. Some have offices in various time zones. Others are fully remote and don't have a physical location (**Buffer** and **Zapier** are great examples of location-independent companies). These are the methods of business communication applicable to some or all of the above scenarios:

1) Web-based communication

This includes everyday communication channels like emails and instant messaging applications (such as Slack, Hangouts, or even Nextiva Chat).

The benefits of emails and messages lie in the ability to lead private conversations in a busy office environment, as well as sharing a message with many people—from a few to hundreds—all at once.

2) Telephone meetings

Phones removed the location barrier to running productive, fast-moving meetings. It allows for better idea exchange thanks to the non-verbal communication (tone of voice) compared to written communication. **Cloud phone systems** can accelerate onboarding and overall team collaboration.

3) Video conferencing

Great video conferencing systems enable people at remote locations to run meetings that feel as close to in-person meetings as possible. They take phone meetings one step up.

4) Face-to-face meetings

In-person meetings can help a business move forward with ideas quickly. Research shows that in-person meetings generate more ideas than virtual meetings.

Related: Business Communications: The 10 Best Customer Service Examples

However, having a rock-solid meeting agenda is essential for effective meetings. 46% of employees rarely or never leave a meeting knowing what they're supposed to do next.

5) Reports and official documents

Documenting activities that impact other people and departments is a crucial part of a well-oiled business communication system.

The ability to refer to a written document at any moment reduces the chance for confusion or disagreement and provides extra clarity in communication.

6) Presentations

Presentations supported by reports and PowerPoint slide decks are often how meetings with larger groups are conducted.

These are great for sharing new ideas in a way that creates space for questions and any clarifications.

7) Forum boards and FAQs

An internal area for employees to refer to frequently asked questions on various departmental topics and to ask new ones that will make them more productive and up-to-date on a matter.

8) Surveys

Both internal and **customer surveys** are an ideal way to gather feedback and ratings on important topics. Surveys facilitate a healthy cycle of feedback-supported improvements and open a communication channel between all levels inside an organization.

Related: 60+ Customer Satisfaction Survey Questions You Can Borrow

9) Customer management activities

This can include any customer relations activity. Examples include live chat support, customer relationship management (CRM) systems, customer onboarding process, **customer reviews**, and more.

The next logical question you probably have is:

Which Business Communication Methods Does My Business Need?

The answer largely depends on the size and preferences of your business. There's no one-size-fits-all solution. One thing is for sure: **you will set yourself up for success by only using business communication methods you need and will actually use**.

For example:

You want a forum board, so you and your staff spend weeks finding the best solution and setting it up.

After a while, you learn that no one is using it because they get their answers quicker from their team or documents. An unnecessary solution has cost you valuable time and money.

Or you install a quality video conferencing system, when in reality you only need a reliable **business phone system** to run your remote meetings.

Every business will use web-based communication. All the other methods, however, will depend on individual company circumstances. Take the time to mindfully consider the value of each for your unique situation.

Problems That Effective Business Communication Can Solve

Clear and effective business communication is critical for teams, employees, managers, and executives to **perform their jobs and fulfill their responsibilities**.

Without the right processes and tools in place, the flow of information is interrupted and people are left in the dark. This can lead to serious consequences for the company, from unsatisfied employees and customers to lost profits.

Transparent flow of information is an obvious overarching goal of a business communication process. But what are some deeper problems that **successful business communication** solves?

1) Email overload and lack of everyday productivity and clarity

In many workplaces, people are simply overwhelmed with the number of messages they receive in a single day. In his book Message Not Received, Phil Simon said the average person receives **120 to 150 emails per day.**

We easily misplace or completely overlook a crucial piece of information. With a business communication system in place, companies can **reduce digital distractions** and create space for ideas and thinking.

2) Horizontal and vertical communication silos

Often times, teams and departments don't exchange essential information. Other times, there's no easy way of reaching out to a department manager when there's an issue inside a team. These silos form easily and often without anyone noticing, but can easily be remedied with a communication plan in place.

3) Poor communication with remote employees

Remote work is here to stay. The **State of Remote Work report from Buffer** shows that the vast majority of employees would like to work remotely for at least some of the time.

They list collaboration and communication among the top three struggles when it comes to working remotely, proving the value of the right communication systems in place.

Related: Telecommuting Technology: The Essentials for Remote Work

4) Employee turnover/Low employee engagement

Losing the ideal people from your organization puts your ability to serve customers at risk. It's also expensive.

Losing an employee can cost as much as **twice their annual salary**, but when companies do communicate effectively, they are **50% more likely** to report turnover levels below the industry average.

5) Poor customer service

If there's poor communication in an organization, two things happen when it comes to **customer service**. First, employees in customer-facing roles won't have the information they need. Second, customers will sense low employee morale and have a negative experience.

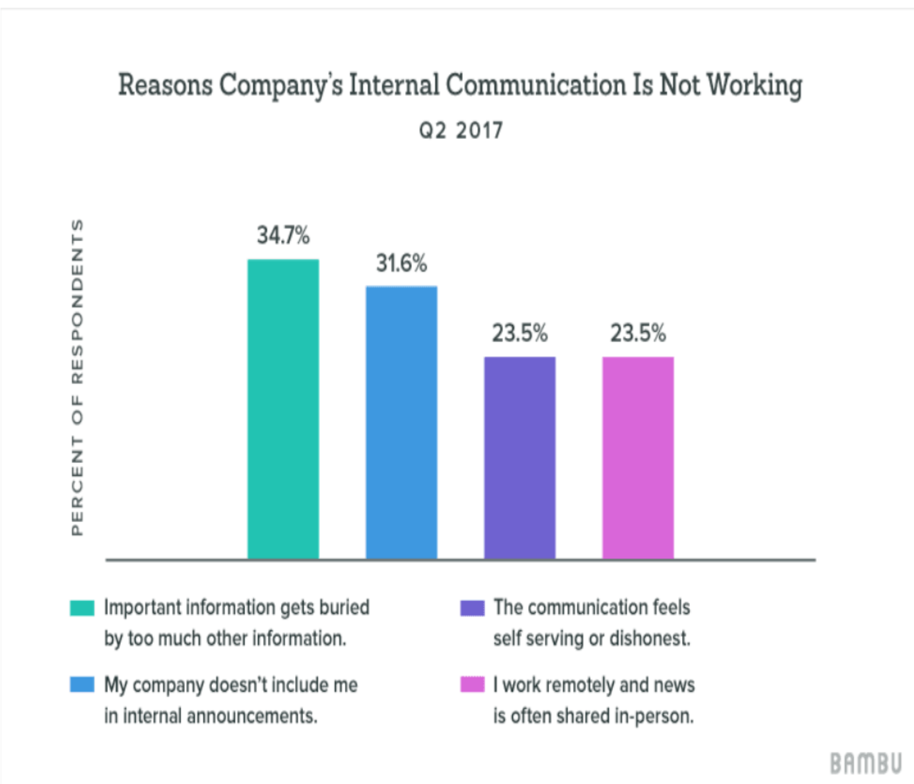
In fact, **one study** found that employee attitude improvement impacts customer satisfaction, which then results in an increase in revenue.

5 Steps to Set Up Your **Business Communication Process**

A solid business communication process is essential for the happiness of your employees and customers. Ultimately, this leads to financial stability.

One report discovered 29% of employees believe their current internal comms tools aren't working.

Here are some of the reasons they listed:



Irrelevant information, exclusion, dishonesty, and lack of access to key information is something your own workforce likely experienced, too.

A study by Salesforce found that 86% of executives, employees, and educators consider inefficient communication to be the reason behind workplace failures.

We can no longer ignore the importance of teamwork and chemistry and their impact on employee productivity, engagement, and advocacy. Here are the steps you can follow to ensure a successful business communication process.

1) Audit your current state of business communication and set goals

No matter the stage of your business, you need a business communication plan in place.

However, you will make it the most useful if you focus on the areas that need the biggest improvement right now, and work your way to all other areas later on.

For example, these might be some of the reasons your communication needs revisiting:

- Low employee satisfaction or high turnover
- Lower than expected outputs across the company
- Fast growth which leads to losing track of information
- Lack of information transparency due to remote work

You might experience more than one of these, or a completely different scenario. Identify it and set goals for your business communication process based on it. For example, your goals can include:

- A specific employee turnover or satisfaction rate
- Customer satisfaction rate
- Number of projects completed
- Number of interactions between departments

…and more.

2) Identify core groups in your organization and their relationships with each other

Look into the structure of your organization and all the groups involved in its ability to function.

Take note of every group that requires information to function. This should include:

- **Horizontal classification**, i.e. departments (operations, marketing, design, human resources, sales, customer support, finance, and more)
- **Vertical classification**: professionals in teams, team leaders, department managers, executives
- **External groups**: customers, suppliers, partners, and more

From here, considering the work they do on an ongoing basis and the results expected of them. Map out the way they need to communicate in order for their jobs to get done.

Depending on your company size, this might be a large task, so give yourself plenty of time. Some of the main questions to answer are:

- Which teams and people have to talk to whom on a daily basis? What about weekly, biweekly, and monthly?
- What communication happens only when there's **an ongoing crisis**?
- How are managers and team leaders maintaining progress in their departments? How does reporting work?
- Is there a knowledge library that has the potential to reduce unnecessary meetings and conversations?
- Which projects and processes need approvals from other people in the company? How are approvals requested and facilitated?

At a minimum, these answers should give you an insight into the necessary amount of emails, messages, calls, meetings, and documents for everything to happen in the designated time frame.

3) Define methods of communication

Next, choose the methods of communication that align with your business communication goals, as well as the interactions between core groups in your company.

Review the list of methods of communication we discussed earlier and make sure to add any unique to your company:

- Web-based communication
- Telephone meetings
- Video conferencing
- Face-to-face meetings
- Reports and official documents
- Presentations
- Forum boards and FAQs
- Surveys
- Customer management activities

Which ones of these are essential for your organization to reach its goals? What's optional and might see resistance in adoption? Which ones create the risk of adding too many tools and should be simplified?

Be realistic about your specific needs.

For example, a five-person startup where everyone works in the same office will likely focus on:

- Web-based communication
- Face-to-face meetings
- Customer management

A 50-person company that is fully remote will invest more resources into:

- Phone and video conferencing
- Document organization to be able to diligently track their processes

A large global enterprise will probably use all of the listed methods of communication and have dedicated teams for many of them.

4) Choose the right tools

There's no handbook that defines which tools are absolutely best for each purpose.

Gmail versus Outlook. Google Drive versus Dropbox. Slack versus Nextiva Chat.

The battles go on, but your choice is entirely up to the preference of you and your workforce.

While we can't give you a list of software tools and leave you be, we can share these tips when it comes to selecting the right tools:

- Use cloud storage to preserve important documents and other data. Enable automatic sync and backup to avoid human error and forgetting to manually save information to it.
- Use a single platform for emails and calendars.
- Use a single tool for chat messaging. For example, if some people are using Slack and others Hangouts in their Gmail, it will create friction and slow down communication.
- Implement an easy-to-use, reliable **business VoIP phone system** if many of your meetings happen remotely.
- Develop brand and editorial guidelines that detail the tone of voice and use of brand elements. This way, all communication is unified, internally and externally.

5) Document the process

Finally, take note of everything you do throughout this setup and turn in into a shared document visible to the entire organization.

This way, each employee can refer to an intentionally developed communication plan and decide on the best action for the situation they're in.

The document will also help newly on-boarded employees easily grasp all the tools and best communication practices.

You can create a recurring calendar reminder for yourself and your team to revisit the document once a quarter. This way, you will ensure the plan is still serving its best purpose and update it if necessary.

Claim and Adjustment Letters

Business doesn't always go smoothly. Customers can be disappointed with a faulty product or poor service; shipments might get damaged on route, lost, or arrive late; or one business might infringe on the rights and freedoms of another. In all such cases, the offended party's responsibility is to make the offending party aware of what went wrong and what they want done about it. Indeed, it's their consumer right to do so and the business or organization receiving such a message should take it as valuable intelligence on customer expectations that must be met for the operation to be viable.

A claim explains what went wrong and demands compensation from the offending party, whereas a complaint explains what went wrong and merely demands correction or apology. Minor complaints are best communicated in person, on the phone, or by email (if it's important to have them in writing) so they can be dealt with quickly. More serious complaints or claims are delivered as formal letters to lay down a paper trail in case they need to be used as evidence in a lawsuit.

Though some believe that a strongly worded complaint or claim is an effective way of getting what they want, you can catch more flies with honey than with vinegar (Michael, 2007, #3). In other words, if you are nice about communicating your problem with a situation or business transaction, the customer service representative (CSR) or manager dealing with it is more likely to give you what you want. Just because some customers have found success bullying people who are only trying to do their jobs, not all such attempts will likewise succeed, nor is it right from a moral standpoint, especially when the abused CSR had nothing to do with the complaint.

Ineffective complaints or claims often merely vent frustrations, issue threats, don't say what they want or only vaguely imply it, or demand completely unreasonable compensation. Demanding a lifetime supply of milk from your grocery store because one carton happened to be rotten will result in nothing because the manager or CSR will dismiss it altogether as being ridiculous opportunism. Threatening to shop elsewhere makes you sound like a lost cause and therefore not worth losing any more time or money on. Since such messages are usually aggressive (or passive-aggressive) in tone and therefore rude and offensive, the recipient may respond aggressively in turn, give the complainant much less than what they asked for (e.g., a mere apology rather than compensation or replacement), or ignore the complaint altogether. Often the reader of such messages is not the one at fault, so a hostile message would be especially ineffective and possibly even actionable in extreme cases—i.e., liable to cause damages that the recipient could pursue compensation for in court.

Assume that a business will take your complaint or claim seriously if it's done right because, no matter what the industry, companies are rightly afraid of losing business to negative online reviews. According to one study, even one negative review can cost a business 22% of customers and three negative reviews 59% (Arevalo, 2017). One mother's endorsement or warning to others about a local store in a local moms group on Facebook could make or break that business. Even worse, complaints aired on Facebook or Twitter, shared widely to the point of going viral, and picked up by news outlets can destroy all but the too-big-to-fail companies or at least to serious damage to their brand. In this age of social media, good customer service is crucial to business survivability. A complaint provides a business with both valuable information about customer expectations and an opportunity to win back a customer—as well as their social network if a good endorsement comes of it from the now-satisfied customer—or else risk losing much more than just the one customer.

Effective complaints or claims are politely worded and motivated by a desire to right wrongs and save the business relationship. They're best if they remind the business that you've been a loyal customer (if that's true) and really want to keep coming back, but you need them to prove that they value your business after whatever setback prompted the complaint. If the writer of such messages plays their cards right, they can end up getting more than they originally bargained for.

Complaints and Claims Topics

- 8.2.1: Complaint or Claim Message Organization
- 8.2.2: Replying to Complaints or Claims

8.2.1: COMPLAINT OR CLAIM MESSAGE ORGANIZATION

Complaints and claims take the direct approach of message organization even though they arise from dissatisfaction. They follow the usual three-part message organization we've seen before (see §4.1 and §6.1.5 – §6.1.7 above):

1. **Opening:** To be effective at writing a complaint or claim, be clear, precise, and polite about what you want in the opening. If you want financial compensation or a replacement product in the case of a claim, be clear about the amount or model. You could also suggest equivalent or alternative compensation if you stand a poor chance of getting exactly what you want. If you want an error corrected or an apology in response to your complaint, be upfront about it.
2. **Body:** The message body justifies the request with a narrative account of what should have happened versus what actually happened instead. Be objective in writing the account because an angry tone coming through in negative words, accusations, and exaggerations will only undermine the validity of your complaint or claim. Be precise in such details as names, dates and times, locations (addresses), and product names and numbers. Wherever possible, provide and refer to evidence. For instance, you may include copies (definitely not originals) of documentation such as receipts, invoices, work orders, bills of lading, emails (printed), phone records, photographic evidence, and even video (e.g., of a damaged product).
3. **Closing:** No matter what prompted the complaint or claim, the closing must be politely worded with action requests (e.g., a deadline) and goodwill statements. Nasty parting shots, even if merely passive-aggressive, may lower your chances of getting what you're asking for. By complimenting the recipient's company however, you up your chances of getting not only what you wanted, but perhaps a little extra. In damage-control mode, the business wants you to feel compelled to tell your friends that the company really turned it around.

TABLE 8.2.1: OUTLINE FOR COMPLAINTS OR CLAIMS

Outline	Content	Example Message
Subject Line	3- to 7-word title	Refund for unwanted warranty purchase
1. Opening	Main action request	Greetings: Please refund me for the $89.99 extended warranty that was charged to my Visa despite being declined at the point of sale.
2. Body	Narrative of events justifying the claim or complaint	This past Tuesday (June 12), I purchased an Acer laptop at the Belleville location of Future Shock Computers and was asked by the sales rep if I would like to add a 3-year extended warranty to the purchase. I declined and we proceeded with the sale, which included some other accessories. When I got home and reviewed the receipt (please find the PDF scan attached), I noticed the warranty that I had declined was added to the bill after all.
3. Closing	Deadlines and/or submission details	Please refund the cost of the warranty to the Visa account associated with the purchase by the end of the week and let me know when you’ve done so. I have enjoyed shopping at Future Shock for the great prices and customer service. I would sincerely like to return to purchase a printer soon. Much appreciated! Samantha

Notice that the final point in the closing suggests to the store manager that they have an opportunity to continue the business relationship if all goes well with the correction. The implication is that a special deal on the printer will smooth things over.

Return to the Complaints and Claims Topics menu

8.2.2: REPLYING TO COMPLAINTS OR CLAIMS

If a company grants what the complainant or claimant has asked for, communicating this is called an **adjustment** message. An adjustment letter or email is heavy on courtesy in letting the disappointed customer know that they are valued and will be (or have already been) awarded what they were asking for, and possibly even a little extra. In the case of coupons for discounts on future purchases, the little extras help smooth things over and win back the customer's confidence, hopefully so they will tell their friends that the store or company is worthy of their business after all.

8.2.2.1: ADJUSTMENT MESSAGE ORGANIZATION

An adjustment message takes the direct approach by immediately delivering the good news about granting the claimant's request. Though you would probably start with an apology if this situation arose in person, starting on a purely positive note is more effective in a written message. Tone is also important here; resist the urge to shame the customer—even if they're partly to blame or if part of you still suspects that the claim is fraudulent—with begrudging, passive-aggressive shade. If you're going to grant the claim, write it whole-heartedly as if others will be able to see it and judge whether your company has good customer service or if you're going to be jerks about it.

Though a routine adjustment letter might skip a message body, a more serious one may need to go into more detail about how you are complying with the request or take the time to explain what your company is doing to prevent the error again. Doing this makes the reader feel as though making the effort to write will have made a positive impact in the world, however small, because it will benefit not only you, but also everyone else who won't have to go through what you did. Even if you have to explain how the customer can avoid this situation in the future (e.g., by using the product or service as it was intended), putting the responsibility partly on their shoulders, do so in entirely positive terms (see §4.5.2.3.3 on using positive language and a list of negative words to avoid). An apology might also be appropriate in the message body (see §8.2.2.2 below).

TABLE 8.2.2: OUTLINE FOR ADJUSTMENT MESSAGES REPLYING TO COMPLAINTS AND CLAIMS

Outline	Content	Example Message
Subject Line	Identify the previous subject line	Re: Refund for unwanted warranty purchase
1. Opening	Main point about granting the request	Hello, Samantha: Absolutely, we would be happy to refund you for the $90 warranty mistakenly charged along with your purchase of the Acer laptop. For your inconvenience, we will also offer you a $20 gift card for future purchases at our store.
2. Body	Details of compliance and/or assurances of improved process	To receive your refund and gift card, please return to our Belleville location with your receipt and the credit card you purchased the computer with so that we can credit the same card $90. (For consumer protection reasons, we are unable to complete any transactions without the card.) We are sorry for inconveniencing you and will speak with all sales staff about the importance of carefully checking the accuracy of any bill of sale before sending the order for payment. To ensure that this doesn't happen again, we will also instruct sales staff to confirm with customers whether an extended warranty appearing on the sales bill is there with consent before completing any transaction.
3. Closing	Courteous statements expressing confidence in future	We appreciate your choosing Future Shock for your personal electronics and look forward to seeing you soon to credit your Visa card and provide you with the best deal in town on

business relations	the printer you were looking to purchase. Have a great day! Melissa

Of course, not all complaints or claims deserve an adjustment, so we will examine how to write those effectively in §8.3.2 below.

8.2.2.2: APOLOGIZING

Apologizing is tricky because it is essential to winning back customer confidence in some situations, but also leaves you or your company open to legal action in others. For minor matters, admitting fault with an apology usually helps vindicate or validate the customer. In more serious matters, especially involving injury or damage to property or even someone's reputation (and thus their earning potential), a written apology might be read as admitting fault and be used as evidence in court. For this reason, it's best to ask a manager or legal department for guidance on apologizing to a customer or other stakeholder in writing.

If apologizing is appropriate because you genuinely erred, no legal repercussions are expected, and it's the right thing to do when trying to soothe an angry response and mend a damaged business relationship, ensure that the apology has the following four characteristics:

- **Sincere:** Saying "We are genuinely sorry that you were disappointed with the customer service experience" is a good first step, but requires some additional assurances to prove it.
- **Responsible:** Own the error by admitting fault (again, only if it doesn't open you to litigation). Say what should have happened versus what actually happened and acknowledge that you were wrong. When former Toronto mayor Rob Ford apologized for his behaviour in November 2013, for instance, it sounded like this: "That was pure stupidity. I shouldn't have got hammered down at the Danforth. If you're going to have a couple drinks you stay home, and that's it. You don't make a public spectacle of yourself" ("Some memorable Rob Ford quotes," 2016).
- **Specific:** To be sincere, an apology must refer to a specific error by briefly describing it, possibly including dates, locations (see the Ford example above), and the names of people responsible or affected, if appropriate. The worst apologies are blanket, generic statements such as "We're sorry if anyone was offended by our actions."
- **Improvement-focused:** An apology is useless unless it includes some assurances that the error won't happen again. Simply saying it won't happen again isn't as convincing as describing what will be done to ensure that it won't, as well as following through on it. When Starbucks apologized for a racist incident at one of its locations in 2018, for instance, it followed through on a plan for improving customer service by shutting down

all of its stores for a half-day so that employees could receive racial sensitivity training (Dangerfield, 2018).

Apologizing may even be necessary when you're not really in the wrong, but the customer's or public's perception is that you are. In crisis communications (see §8.3.4 below), effective apologies show that you care enough about your existing and potential clientele to say and do what it takes to win back their trust and confidence in you. You can do this without falsely claiming that you made an error (if you genuinely didn't) by saying that you apologize for the misunderstanding. Dismissing complaints and doubling down on an error, on the other hand, shows a brazen disrespect for the people your success depends on.

Job application and Resumes

A résumé is a document that summarizes your education, skills, talents, employment history, and experiences in a clear and concise format for potential employers. The résumé serves three distinct purposes that define its format, design, and presentation:

1. To represent your professional information in writing
2. To demonstrate the relationship between your professional information and the problem or challenge the potential employer hopes to solve or address, often represented in the form of a job description or duties
3. To get you an interview by clearly demonstrating you meet the minimum qualifications and have the professional background help the organization meet its goals

An online profile page is similar to a résumé in that it represents you, your background and qualifications, and adds participation to the publication. People network, link, and connect in new ways via online profiles or professional sites like LinkedIn. In many ways, your online profile is an online version of your résumé with connections and friends on public display. Your MySpace and Facebook pages are also often accessible to the public, so never post anything you wouldn't want your employer (current or future) to read, see, or hear. This chapter covers a traditional résumé, as well as the more popular scannable features, but the elements and tips could equally apply to your online profile.

Main Parts of a Résumé

Regardless of the format, employers have expectations for your résumé. They expect it to be clear, accurate, and up to date (Bennett, 2005). This document represents you in your absence, and you want it to do the best job possible. You don't want to be represented by spelling or grammatical errors, as they may raise questions about your education and attention to detail. Someone reading your résumé with errors will only wonder what kind of work you might produce that will poorly reflect on their company. There is going to be enough competition that you don't want to provide an easy excuse to toss your résumé at the start of the process. Do your best work the first time.

Résumés have several basic elements that employers look for, including your contact information, objective or goal, education and work experience, and so on. Each résumé format may organize the information in distinct ways based on the overall design strategy, but all information should be clear, concise, and accurate (Simons & Curtis, 2004).

Contact Information

This section is often located at the top of the document. The first element of the contact information is your name. You should use your full, legal name even if you go by your middle name or use a nickname. There will plenty of time later to clarify what you prefer to be called, but all your application documents, including those that relate to payroll, your social security number, drug screenings, background checks, fingerprint records, transcripts, certificates or degrees, should feature your legal name. Other necessary information includes your address, phone number(s), and e-mail address. If you maintain two addresses (e.g., a campus and a residential address), make it clear where you can be contacted by indicating the primary address. For business purposes, do not use an unprofessional e-mail address like sexiluvr93@hotmale.com or tutifruti@yafoo.com. Create a new e-mail account if needed with an address suitable for professional use.

Figure 13.7 Sample Contact Information

Objective

This is one part of your résumé that is relatively simple to customize for an individual application. Your objective should reflect the audience's need to quickly understand how you will help the organization achieve its goals.

Figure 13.8 Sample Objective

Objective: To contribute to an increase in sales at ABC Corporation as a sales representative.

Education

You need to list your education in reverse chronological order, with your most recent degree first. List the school, degree, and grade point average (GPA). If there is a difference between the GPA in your major courses and your overall GPA, you may want to list them separately to demonstrate your success in your chosen field. You may also want to highlight relevant coursework that directly relate to the position.

Figure 13.9 Sample Education Field

EDUCATION

Northern Arizona University–Yuma, Arizona, May 2009
Bachelor in Business Administration, Minor in Communication
Major GPA: 3.9/4.0
Overall GPA: 3.4/4.0

Related Course Work:

Business and Professional Speaking, Business English, Sales and Persuasion, Management

Work Experience

List in reverse chronological order your employment history, including the positions, companies, locations, dates, duties and skills demonstrated or acquired. You may choose to use active, descriptive sentences or bullet lists, but be consistent. Emphasize responsibilities that involved budgets, teamwork, supervision, and customer service when applying for positions in business and industry, but don't let emphasis become exaggeration. This document represents you in your absence, and if information is false, at a minimum you could lose your job.

Figure 13.10 Sample Work Experience

WORK EXPERIENCE

Dolle Company, Yuma, AZ, August 2005–May 2009
Shift Manager, Lettuce Processing and Packaging

- Supervise 30 team members
- Develop, coordinate, implement, and evaluate shift schedule
- Address quality-control improvements, including employee training

Saveway Grocery, Yuma, AZ, August 2004–August 2005
Assistant Produce Manager, Vegetables

- Stock, order, and manage display of vegetables in produce department
- Supervise part-time staff as needed
- Manage produce budget, including purchase orders

Table 13.5 Types of Résumés

Type	Function	Advantage	Disadvantage
1. Reverse Chronological	Reverse chronological résumés (also called reverse time order) focus on work history.	Demonstrates a consistent work history	It may be difficult to highlight skills and experience.
2. Functional	Functional résumés (also called competency-based résumés) focus on	Demonstrates skills that can clearly link to job functions or duties	It is often associated with people who have gaps in their employment history.

Type	Function	Advantage	Disadvantage
	skills.		
3. Combination	A combination résumé lists your skills and experience first, then employment history and education.	Highlights the skills you have that are relevant to the job and provides a reverse chronological work history	Some employers prefer a reverse chronological order.
4. Targeted	A targeted résumé is a custom document that specifically highlights the experience and skills that are relevant to the job.	Points out to the reader how your qualifications and experience clearly match the job duties	Custom documents take additional time, preparation, analysis of the job announcement, and may not fit the established guidelines.
5. Scannable	A scannable résumé is specifically formatted to be read by a scanner and converted to digital information.	Increasingly used to facilitate search and retrieval, and to reduce physical storage costs	Scanners may not read the résumé correctly.

You may choose to include references at the end of your résumé, though “references upon request” is common. You may also be tempted to extend your résumé to more than one page, but don’t exceed that limit unless the additional page will feature specific, relevant information that represents several years of work that directly relates to the position. The person reading your résumé may be sifting through many applicants and will not spend time reading extra pages. Use the one-page format to put your best foot forward, remembering that you may never get a second chance to make a good first impression.

Maximize Scannable Résumé Content

Use Key Words

Just as there are common search terms, and common words in relation to each position, job description, or description of duties, your scannable résumé needs to mirror these common terms. Use of nonstandard terms may not stand out, and your indication of “managed employees” may not get the same attention as the word “supervision” or “management.”

Follow Directions

If a job description uses specific terms, refers to computer programs, skills, or previous experience, make sure you incorporate that language in your scannable résumé. You know that when given a class assignment, you are expected to follow directions; similarly, the employer is looking for specific skills and experience. By mirroring the employer’s language and submitting your application documents in accord with their instructions, you convey a spirit of cooperation and an understanding of how to follow instructions.

Insert a Key Word Section

Consider a brief section that lists common words associated with the position as a skills summary: customer service, business communication, sales, or terms and acronyms common to the business or industry.

Make It Easy to Read

You need to make sure your résumé is easy to read by a computer, including a character recognition program. That means no italics, underlining, shading, boxes, or lines. Choose a sans serif (without serif, or decorative end) font like Arial or Tahoma that won’t be misread. Simple, clear fonts that demonstrate no points at which letters may appear to overlap will increase the probability of the computer getting it right the first time. In order for the computer to do this, you have to consider your audience—a computer program that will not be able to interpret your unusual font or odd word choice. A font size of eleven or twelve is easier to read for most people, and while the computer doesn’t care about font size, the smaller your font, the more likely the computer is to make the error of combining adjacent letters.

Printing, Packaging and Delivery

Use a laser printer to get crisp letter formation. Inkjet printers can have some “bleed” between characters that may make them overlap, and therefore be misunderstood. Folds can make it hard to scan your document. E-mail your résumé as an attachment if possible, but if a paper version is required, don’t fold it. Use a clean, white piece of paper with black ink; colors will only confuse the computer. Deliver the document in a nine-by-twelve-inch envelope, stiffened with a sheet of cardstock (heavy paper or cardboard) to help prevent damage to the document.

Figure 13.11 Sample Format for Chronological Résumé

Name
Street Address
City, State, Zip Code
Cell Phone
Home Phone/Office Phone
E-mail Address

Objective or Statement of Interest

Clear and concise statement of professional goal that may include job or position and may also indicate a field (financial services, human resources).

Employment Experience

- List in reverse chronological order (i.e., put the most recent position first).
- Note the job title, the company, and dates of employment.
- Include clear statements of work performed as part of your job responsibilities, using language similar to the job announcement.
- If the job announcement emphasizes supervisory experience, for example, this should be an area of emphasis in your descriptions of tasks performed.
- Indicate the most important or relevant job responsibilities or skills involved with those tasks first in priority order.
- Include awards, citations, or commendations that relate to your objective or statement of interest.

Education

List earned degrees and incomplete education if applicable:

- Undergraduate Studies, 86 credits, University of State
- Associate of Applied Science (AAS) in Computer Information Systems, Community College of State, 2005
- High School Diploma, City High School, GPA or class rank
- Include technical certificates and completed trainings if they directly relate to your objective or statement of interest.

Community Service

List activities, your role, and, if applicable and space is available, your accomplishments:

- Eagle Scout, Troop #12345, 1998–2001
- Youth Choir Leader, Community Interfaith Church, 1995–2001
- Students in Free Enterprise Team, City High School, 1998–2001

References

List names of references, their positions, and their contact information or include "references upon request."

Figure 13.12 Sample Format for Functional Résumé

Name
Street Address
City, State, Zip Code
Cell Phone
Home Phone/Office Phone
E-mail Address

Objective

Clear and concise statement of professional goal (job or position)

Qualification Highlights

Experience that directly relates to job description

- You may choose to highlight a specific skill that relates to the position (e.g., bilingual, computer and technology proficient, certified diesel technician).
- Only highlight specific skills, certifications, or license(s) that indicate you meet (or exceed) the minimum qualifications.
- Only highlight personal traits if they clearly meet the position description (e.g., if a sales position requires an outgoing personality, highlight theater experience and previous sales experience).

Professional Skills

- You may want to list skills with clear "because" statements, demonstrating your mastery of a skill because of your volunteer work, internship, previous employment, or similar accomplishment.

Sales

You may also want to use a key skill as the focal point (e.g., sales) and include a series of brief statements that demonstrate range or depth of experience in that skill:

- Fundraising for your youth group (name of organization, date)
- Customer service call experience
- Voter recruitment initiative participation
- Census bureau work

Skill 2

Employment History

You may not need this category if you covered it in the skill summaries above.

Education

List earned degrees and incomplete education if applicable:

- Undergraduate Studies, 86 credits, University of State

References

List names of references, their positions, and their contact information or include "references upon request."

Figure 13.13 Sample Format for Scannable Résumé

Name
Street Address
City, State, Zip Code
Cell Phone
Home Phone/Office Phone
E-mail Address

Objective

Clear and concise statement of professional goal (job or position)

Education

List earned degrees and incomplete education if applicable:

Bachelor of Science (BS) in Computer Information Systems
City State University, Hometown, State, June 2007

Associates of Applied Science (AAS) in Computer Information Systems
Community College of State, Hometown

Employment

Customer Service Representative, Quickcare Computer Repair
Hometown, State, August 2007–December 2007

List skills and certifications clearly:

Diagnostic Assessment
Computer Repair
Onsite Customer Service
Materials Handling
Computer Skills
Adobe Certified Associate ACA
Alcatel-Lucent Network Routing Specialist I NRS I
Certified Technical Trainer CTT+
Digital Home Technology Integrator DHTI+
Linux+
Network+
PDI+
Project+
Security+
Server+
Microsoft: MCTS, MCA

References

List names of references, their positions, and their contact information or include "references upon request."

Official Letters

Letters are brief messages sent to recipients that are often outside the organization (Bovee & Thill, 2010).They are often printed on letterhead paper, and represent the business or organization in one or two pages. Shorter messages may include e-mails or memos, either hard copy or electronic, while reports tend to be three or more pages in length.

While e-mail and text messages may be used more frequently today, the effective business letter remains a common form of written communication. It can serve to introduce you to a potential employer, announce a product or service, or even serve to communicate feelings and emotions. We'll examine the basic outline of a letter and then focus on specific products or writing assignments.

All writing assignments have expectations in terms of language and format. The audience or reader may have their own idea of what constitutes a specific type of letter, and your organization may have its own format and requirements. This chapter outlines common elements across letters, and attention should be directed to the expectations associated with your particular writing assignment. There are many types of letters, and many adaptations in terms of form and content, but in this chapter, we discuss the fifteen elements of a traditional block-style letter.

Letters may serve to introduce your skills and qualifications to prospective employers, deliver important or specific information, or serve as documentation of an event or decision. Regardless of the type of letter you need to write, it can contain up to fifteen elements in five areas. While you may not use all the elements in every case or context, they are listed in Table 13.1 "Elements of a Business Letter".

Table 13.1 Elements of a Business Letter

Content	Guidelines
1. Return Address	This is your address where someone could send a reply. If your letter includes a letterhead with this information, either in the header (across the top of the page) or the footer (along the bottom of the page), you do not need to include it before the date.
2. Date	The date should be placed at the top, right or left justified, five lines from the top of the page or letterhead logo.
3. Reference (Re:)	Like a subject line in an e-mail, this is where you indicate what the letter is in reference to, the subject or purpose of the d
4. Delivery (Optional)	Sometimes you want to indicate on the letter itself how

Content	Guidelines
	it was delivered. This can make it clear to a third party that the letter was delivered via a specific method, such as certified mail (a legal requirement for some types of documents).
5. Recipient Note (Optional)	This is where you can indicate if the letter is personal or confidential.

Content	Guidelines
6. Salutation	A common salutation may be “Dear Mr. (full name).” But if you are unsure about titles (i.e., Mrs., Ms., Dr.), you may simply write the recipient’s name (e.g., “Dear Cameron Rai”) followed by a colon. A comma after the salutation is correct for personal letters, but a colon should be used in business. The salutation “To whom it may concern” is appropriate for letters of recommendation or other letters that are intended to be read by any and all individuals. If this is not the case with your letter, but you are unsure of how to address your recipient, make every effort to find out to whom the letter should be specifically addressed. For many, there is no sweeter sound than that of their name, and to spell it incorrectly runs the risk of alienating the reader before your letter has even been read. Avoid the use of impersonal salutations like “Dear Prospective Customer,” as the lack of personalization can alienate a future client.
7. Introduction	This is your opening paragraph, and may include an attention statement, a reference to the purpose of the document, or an introduction of the person or topic depending on the type of letter. An emphatic opening involves using the most significant or important element of the letter in the introduction. Readers tend to pay attention to openings, and it makes sense to outline the expectations for the reader up front. Just as you would preview your topic in a speech, the clear opening in your introductions establishes context and facilitates comprehension.
8. Body	If you have a list of points, a series of facts, or a number of questions, they belong in the body of your letter. You may choose organizational devices to draw attention, such as a bullet list, or simply number them. Readers may skip over information in the body of your letter, so make sure you emphasize the key points clearly. This is your core content,

Content	Guidelines
	where you can outline and support several key points. Brevity is important, but so is clear support for main point(s). Specific, meaningful information needs to be clear, concise, and accurate.
9. Conclusion	An emphatic closing mirrors your introduction with the added element of tying the main points together, clearly demonstrating their relationship. The conclusion can serve to remind the reader, but should not introduce new information. A clear summary sentence will strengthen your writing and enhance your effectiveness. If your letter requests or implies action, the conclusion needs to make clear what you expect to happen. It is usually courteous to conclude by thanking the recipient for his or her attention, and to invite them to contact you if you can be of help or if they have questions. This paragraph reiterates the main points and their relationship to each other, reinforcing the main point or purpose.
10. Close	"Sincerely" or "Cordially" are standard business closing statements. ("Love," "Yours Truly," and "BFF" are closing statements suitable for personal correspondence, but not for business.) Closing statements are normally placed one or two lines under the conclusion and include a hanging comma, as in Sincerely,
11. Signature	Five lines after the close, you should type your name (required) and, on the line below it, your title (optional).
12. Preparation Line	If the letter was prepared, or word-processed, by someone other than the signatory (you), then inclusion of initials is common, as in MJD or abc.
13. Enclosures/Attachments	Just like an e-mail with an attachment, the letter sometimes has additional documents that are delivered with it. This line indicates what the reader can look for in terms of documents included with the letter, such as brochures, reports, or related business documents.
14. Courtesy Copies or "CC"	The abbreviation "CC" once stood for carbon copies but now refers to courtesy copies. Just like a "CC" option in an e-mail, it indicates the relevant parties that will also receive a copy of the document.
15. Logo/Contact Information	A formal business letter normally includes a logo or contact information for the organization in the header (top of page) or

Content	Guidelines
	footer (bottom of page).

Strategies for Effective Letters

Remember that a letter has five main areas:

1. The heading, which establishes the sender, often including address and date
2. The introduction, which establishes the purpose
3. The body, which articulates the message
4. The conclusion, which restates the main point and may include a call to action
5. The signature line, which sometimes includes the contact information

A sample letter is shown in Figure 13.5 “Sample Business Letter”.

Figure 13.5 Sample Business Letter

(1 inch margins on all sides of the letter)

1. **Return Address:** (If not in letterhead logo)
2. **Date:** 01/01/201X

3. **Reference—Re:** How to write a letter

4. **Delivery** (optional): USPS Certified Mail #123456789

5. **Recipient Note** (optional): Confidential

6. **Salutation:** Dear Student X:

7. **Introduction:** This letter is to inform you that the myth of a paperless office, where you will not be required to produce hard copy letters on letterhead, is a myth.

8. **Body:** While e-mail has largely replaced letter writing for many applications, there remain several reasons for producing a hard copy letter. The first reason is that you are required to write it for this class, as many employers still produce letters as a normal part of business communication, including documentation. Next, we must consider that paper sales in business have increased across the last decade, showing no signs of the decrease we would associate with the transition to the paperless office. Finally, business letters serve many functions, and your proficiency in their efficient and effective production will contribute to your personal and professional success.

9. **Conclusion:** Letter writing is a skill that will continue to be required in the business environment of today and tomorrow.

10. **Close:** Sincerely,

11. **Signature Line:** Scott McLean

12. **Preparation Line:** GSM/ep

13. **Enclosures:** (optional, if needed)

14. **Courtesy Copies:** cc: Jenn Yee

15. **Logo/Contact Information:** flatworld 13 N. Mill Street
Nyack, NY 10960

Always remember that letters represent you and your company in your absence. In order to communicate effectively and project a positive image,

- be clear, concise, specific, and respectful;
- each word should contribute to your purpose;
- each paragraph should focus on one idea;
- the parts of the letter should form a complete message;
- the letter should be free of errors.

D.O. Letters

In business, we are not only judged by our appearance, but also by our ability to communicate. Whether it is in person, over the phone, or through written letters, emails, and memos, the way in which we express ourselves says a lot. Drafting a business letter can be particularly difficult for many people. Apart from the formal tone, the writer has to pay special attention to how they format the letter and phrase the wording. It is definitely worth it to brush up on the basics of writing a business letter. To help you, we've put together this letter writing guide. It could come in handy when communicating with corporate associates or clients, applying for a job, requesting information, or even filing a complaint.

BUSINESS LETTER STRUCTURE AND ELEMENTS

ADDRESS OF THE SENDER

It is usually common for the sender to have their address in the letterhead. Alternatively, they can add these details as the first item on the page. This section should only include the physical mailing address without any other contact details.

DATE OF WRITING

The date is usually inserted just below the sender's address. For letters created over a period of time, they should bear the date when the letter was completed. Do be sure to make the distinction between U.S. and other international date formats and use them as appropriate. The date is placed at the left or center.

RECIPIENT'S ADDRESS

The recipient's mailing address follows under the date on the left side of the page. Whenever possible, precede it with the name and title of the recipient. In some cases if the person's title is unclear, do a bit of research to verify it. This type of information can easily be found on corporate websites or by phoning the company.

GREETING

The salutation at the beginning of the letter can vary depending on how well the sender knows the recipient. In extremely formal cases, it is acceptable to simply list the recipient's title and surname. When the two people are on a first name basis, the salutation can instead read, "Dear [first name]". If the person's gender is unknown, it is best to forgo a title and simply list their full name.

BODY OF THE LETTER

The first paragraph should be concise and clearly written. It is customary to include a brief amiable sentence, followed by the reason behind the letter. The following paragraphs should be used to elaborate on this reason. Include any necessary details and information to ensure that the recipient fully understands. The last paragraph is the closing paragraph. It should be used to sum up the letter and request any specific actions that are needed.

THE CLOSING

After the concluding paragraph, leave a blank line, and then add a closing word such as "Thank you", "Sincerely" or "Best regards". This should always be followed by a comma and the sender's signature below it. It is usually better to personally sign the letter instead of using a digital copy of the signature. Below the signature should be the sender's name typed out. This is especially useful since most signatures are difficult to read clearly.

ENCLOSED DOCUMENTS

If any supporting documents have been attached, list them at the bottom of the letter. This section should be titled "Enclosures". For digital letters, include the actual file name along with its extension (e.g.: JohnSmith-Resume.pdf).

TYPIST'S IDENTIFICATION

If somebody else has typed the letter, they should indicate this by including their initials at the very bottom of the page. Senders who type the letter themselves do not need to include their own initials.

BUSINESS LETTER FORMATTING GUIDELINES

BLOCK FORMAT

This format is the most common version in use. It uses left justified paragraphs for the entire letter. All text is single-spaced, with double spacing inserted between each paragraph.

MODIFIED BLOCK FORMAT

The modified block format is another popular version for business letters. It follows the same formatting as the block format except for the date and the letter's closing. These two items are centered instead of being left aligned.

SEMI-BLOCK FORMAT

The semi-block format is heavily used. Instead of left aligned the paragraphs, they are indented in the first line. There can also sometimes be other variations for formal business letter formats, depending on company variations. If the organization has an official style guide, always refer to that first. Most word processing software programs come with helpful templates that can be used when creating business letters. Simply select the desired template and then plug in the information within each section.

USING THE RIGHT FONTS

Choosing the right font is crucial to ensure that the letter is legible. Avoid fancy fonts that look strange to the eyes. A standard serif font like Times New Roman at size 12 is the norm. Sans-serif fonts like Arial can be a little harder to read in blocks of text; they are better used for headers or single lines. In some cases, different fonts might be acceptable for aesthetic purposes or if it is the norm within the organization's stationery.

PUNCTUATION, GRAMMAR, AND SPELL CHECKING

In general, a colon is placed following the salutation, and a comma is inserted just after the letter's closing phrase. The open punctuation method forgoes both of these. Always pay close attention to spelling, grammar, and punctuation after writing the letter. Run a spell check within the word processor to catch any glaring mistakes. It is also helpful to have another person read the letter and point out any remaining errors.

Govt

The business of government has changed dramatically in recent years. So it's no surprise that the transformation of government operations, coupled with an unprecedented rise in citizen expectations have created extraordinary demands on government communicators.

Here's a round up of the top 8 best practices in government communications to emerge – many originate from the United Kingdom and are now flourishing in the Canadian context:

One Government, One Voice.

Increasingly, governments and private sector organizations are recognizing that in a crowded, noisy marketplace, it's vital to streamline communications to establish a strong identity and message. The model is codified in the Government of Canada's recently updated Policy on Communications and Federal Identity and is adopted by governments world-wide.

Audience-Centric Communications.

The concept of audience-centric communications has long been established as a best practice aimed at ensuring that the communications experience (i.e. message and channel) are oriented to the needs of the audience member, as opposed to the organization. Applied in a government context, this translates to citizen-centric communications, a model in which citizens can have a user-driven experience of accessing information. For example, rather than sifting through several departmental websites, a citizen can access information that is relevant based on self-identified need, such as resources for seniors or information for small businesses.

Agile Communications Teams.

In recent years, the organizational structures of communications teams have transformed dramatically, in response to the extraordinary changes in the media landscape. In an environment of digital communications and an unprecedented integration of channels, traditional siloed structures have been replaced with what's often referred to as a "trading floor" model, in which employees are deployed based on ability and area of interest, as opposed to rigid role structure.

The approach to organizational design is highly responsive and flexible, which is increasingly necessary as the communications discipline evolves rapidly in response to audiences' changing and rising expectations. This is what Deloitte University Press describes as "a network of teams" with a high degree of empowerment, strong communication, and rapid information flow.

Digital and Open by Default.

The Government of Canada is adopting best practices informed by ground breaking strategic communications planning work conducted by the UK Government, now internationally recognized as pioneers in effective public sector communications practices (for more on the UK Government Communications Plan, see here). A core principle of the model is the notion of "digital by default", that is, designing communications tactics and approaches around the web as the core channel, rather than as an afterthought. It's the difference between issuing a news release and then posting it online and developing a communications approach across the web, social media and off-line communication channels such as events and speeches in an integrated fashion.

Connected to "*digital* by default" is the focus on a government that is "*open* by default". This basic premise has been adopted by the Government of Canada (as formalized in the Ministerial Mandate Letters). This philosophy calls for a first assumption that information will be made publicly available in the interest of transparency, in contrast to historic approaches in which openness was an exception by conscious choice in particular circumstances.
Focus on Dialogue and Engagement**.** Increasingly, there is a shift in communications approaches among public sector organizations. In particular, moving away from the

traditional “tell and sell” model, to a more participatory and inclusive approach of fostering meaningful two-way communication and engagement. This increased focus on dialogue and engagement is in part a result of the impact of social media in shifting expectations of communication as a conversation. Additionally, governments are now recognizing that trust is the necessary pre-condition of effective communication – and it requires new approaches to dialogue, engagement and openness. Governments in Canada (including provincial governments) and abroad are shifting toward using techniques such as citizen panels, Google Hangouts, online deliberative dialogue and open houses as foundational elements of a communications model designed to elevate relevance and trust through engagement.

Driven by Storylines.

One of the most significant trends in strategic communications and marketing in public sector institutions is the use of content strategy. This approach entails identifying priority themes and narratives that are brought to life through a concerted exercise of storytelling. It stems from the recognition that to communicate everything is to communicate nothing – truly breakthrough communication results require a judicious focus on being economical with words and ideas. This model is focused on “sense making” opportunities, in which a deliberate effort is made to create meaning for citizens by clustering various discrete elements of information into a coherent story. Storytelling has been identified as a leading trend in government communications.

Delivery.

Governments are now adopting “Delivery” methodologies in order to ensure effective execution of priorities. Coined by Michael Barber, the “Delivery” model (also known as “Deliverology”) aims to embed an agile performance management system in large-scale organizations. The approach was established in the UK Government context and has recently been introduced by the Government of Canada’s Privy Council Office. The focus is on spearheading government priorities through a repeatable cycle of identifying priorities, establishing accountabilities and metrics, monitoring operational performance, and reporting on progress. The Delivery approach to government operations relies heavily on strategic communications as a key enabler, particularly with respect to operational and team communication

Results-Based.

The underpinning of modern government operations is results-based management. From the United Nations to leading countries around the world and provincial/territorial and municipal governments in Canada, management by metrics has become the undisputed gold standard of operational delivery. This approach requires active, strategic involvement of communications on several levels: establishing the principle and communicating measurable goals, sharing success stories as well as lessons learned, and creating systems and processes for identifying, tracking and reporting on metrics.

Letters

If you're writing a professional letter that shares business information or requests employment, you're probably looking for some quick and easy tips on business communication letter writing.

Business letter format will vary from letter to letter. A cover letter, for example, will be lengthier than a resignation letter. Still, every style needs to be clean, clear, and efficient. Below, we'll discuss the integral parts of a business letter, explore some tips, and walk through a sample together.

Why Write a Business Letter?

A business letter will state a claim or make a request in a formal, professional manner. There are certain elements, such as the heading, greeting, and body that must follow a particular format.

Business Letter Heading Format

Here's an example of the initial heading and greeting that must exist in a business letter (and not so much in a personal letter):

The main difference between writing a business letter and a personal letter is formality. An official heading like the sample above is important for professionalism. The overall tone of the body should be respectful and formal as well. Your aim is to be cordial, direct, and efficient.

You'll also notice that the greeting generally uses a title and a last name, followed by a colon. Personal letters can be less formal, with a first name and a comma.

Attitude of a Business Letter

Business letters come across as more civil and controlled than any other letter writing style. Requests should be explained politely with sufficient detail so that the request can be met, but with a clear writing style that doesn't seem demanding or distasteful.

You'll need to write concisely and clearly so your letter appears polite and understandable. Instead of gratuitous details, superfluous stories, and unrelated tangents, keep your business letter simple, short, and direct.

Letters to Authorities

Do you need to write a professional letter or send a business-related email message? When you are writing professional correspondence, it can be helpful to review examples to get ideas for writing your own letters and messages.

Your letters need to be concise and focused, so you make your point clearly and definitively, as well as politely. They also need to be correctly formatted, carefully proofread, and well-written.

What to Include in Your Letter

Be aware of what you need to include in your letter before you start composing it. There is a standard format for writing professional letters, including page margins, font selection, paragraph spacing, contact information, introduction and closing sections, and your signature.

What you use will vary depending on whether you are sending a printed letter or an email communication. Before you start your letter, review these guidelines for writing and formatting business letters.

Professional Letter and Email Examples

Here's a list of professional letter examples for business, employment, career, professional networking, references, referrals, and more. Do be sure to personalize your letters, so they fit the circumstances you are writing about. Edit and proof your correspondence before you click send or mail your letter, both for content and for typos and grammatical errors.

Apology Letters

Did you make a mistake at work? Did you miss an interview? Whatever the circumstances, an apology letter or email is a good way to make amends and get back on a positive track. Review the letter examples to apologize during a job search and at work, plus advice on when and how you should apologize.

Appreciation Letters

People love to be thanked, and it only takes a few minutes to send a quick appreciation note or email. These letter examples show appreciation for a job well done, for help at work, for a client or job referral, for assistance with your career or job search, and for a variety of other professional circumstances. If you see an opportunity to share your appreciation, don’t hesitate to take it. In addition to showing that you’re aware of how the recipient was helped, it also helps strengthen your connection with him or her.

Congratulation Letters

Do you know someone who got a promotion, or who is about to retire? How about someone who just landed a new job or is starting their own business? Here are congratulation letter and email message examples for a variety of professional situations, including a new job, a promotion, starting a business, retiring, accomplishments at work, volunteering, and more.

Cover Letter Examples

Your cover letter is one of the most important parts of your job application materials. A well-written cover letter can help you secure a job interview and will show the hiring manager why you are a strong candidate for the job. Review cover letter examples for resumes listed by type of job, as well as by type of cover letter. If you need help writing a resume, also review how to write an interview-winning resume to ensure your application is well-written and includes all the details you need to provide to employers.

Email Message Examples

When you're writing and sending emails for career and professional purposes, it's important to write your messages as carefully as you would a letter printed out and mailed. Here are employment, job search, and business email message examples, plus email templates, formatted message examples, and subject line, greetings, and signature examples.

Employee Letters

Whether you're a manager who needs to provide written notification to an employee or you're an employee who needs to write to an employer, you'll find samples of correspondence for a variety of work-related circumstances. Review employee letter and email examples for hiring, termination, promotions, missing work, appreciation and congratulations, references, thank you, and more employment-related circumstances.

Goodbye Letters

Are you leaving your job, or do know someone who is moving on? It’s always a good idea to send a goodbye letter with information on how you can keep in touch and stay connected. These letter examples are for saying farewell to co-workers, clients and business contacts to let them know that you have accepted a new job, are retiring, or resigning. There are also letter examples to send to colleagues, clients, and customers who are moving on.

Inquiry Letters

When you’re job hunting, it can be useful to send inquiry letters to companies that may be hiring, but haven’t advertised openings. A letter of inquiry is written to a prospective employer to ask about potential job openings. When you write one, you'll need to sell yourself and explain why the company should have an interest in you. Review samples of inquiry letters and advice on how to write them.

Networking Letters

What's the best way to reach out to a connection? How should you follow up after a networking meeting? How should you introduce yourself to someone you’ve been referred to? These professional networking letters and emails include referral letters, referral cover letters, letters of introduction, outreach letters for career networking, meeting request letters, and networking thank you letters.

Reference Letters

Do you need to write a recommendation or ask someone to write a reference for you? It's always helpful to review examples before you get started. Here are reference letter and email message examples including academic recommendations, business reference letters, professional references, and more employment-related references.

Resignation Letters

When you're leaving your job, a well-written graceful resignation letter can help you move on while remaining on good terms with your employer. Review resignation letter and email samples for many different reasons for resigning and for a variety of lengths of notice.

Thank You Letters

Review thank you letter examples for a variety of work, employment, job search, business, and career situations. There is also all-purpose thank you note examples appropriate for any occasion – professional and personal.

Reports: Types

A business report is the one that is made for any business-related purpose. They are prepared by using business-related information to facilitate key business people in a better decision-making process.

Definitions of the Business report

Murphy and Hildebrandt defined business reports as a planned, impartial, and objective-based presentation of a fact to one person or more people and that too is for significant and specific business purposes.

Lesikar and Petit defined a business report as an objective-based and orderly communication of the information having facts for serving a specific business purpose. Boone considered a business report as a document to organize some specific topics and information for a particular business purpose.

So, from a broader perspective, a business report can be looked at as a written statement of facts in an organization and these facts are related to particular business matters or issues. This facilitates key decision personnel to gain insights into any problem or issue and also helps in overcoming it.

Business Report Characteristics

Information that lies in business reports is related to facts of business activities. This makes business report unique from other reports. A good business report should have all essential features or qualities as it provides information based on the real facts to make the decisions.

1. Easily understandable: To hold the audience's attention, a business report should be easy to understand. The audience should be considered before making a report. Complex terminology and detailed information can be included in business reports in case of a vast industry experienced audience. However, the audience that has less experience in the industry, the simple and straightforward language in the business report should be used.

For example, a business report which is written specifically for accounting purposes needs to be focused on financial things rather than technical things to cater to the specific audience. A combined report can be written to cater to the interest of everyone. Few business reports are written for outside customers to keep them informed about the business.

2. Correct and unbiased facts: The business report must contain facts or information that is accurate and impartial. If the information is incorrect or incomplete then desired results can't be achieved. This will ultimately create a hindrance in achieving organizational goals.

3. Clear and brief information: Too much lengthy or unnecessary information or content may lose the audience's interest and result in their time wastage. So, the business report should be written in a clear way and a concise form. In another way, it is related to avoid unnecessary information and only includes all those matters which are relevant to represent a piece of complete information. Long-report can also be effective in some special circumstances.

A good business report is clear as it properly arranges facts with its clear purpose, findings, and required recommendations.

4. Precise report: A good report is the one in which a report writer has a clear understanding of the exact purpose of report writing. This purpose directs the analysis and further recommendations of the report writer. The definite or precise report acts as a base for a valuable document for future usage.

5. Relevant facts: A business report should contain both accurate and relevant facts. Confusion may arise in case of irrelevant facts and can mislead further appropriate decision-making.

6. Focus on the audience: The orientation of the business report towards the audience or readers who is about to read is also an important characteristic. So, a good report is always audience-oriented. Audience knowledge and their understanding level need to be considered while writing a report.

7. Use of easy or simple language: Another feature of a good business report is the use of simple language while writing the report. Here simple language means to avoid unclear and vague words. The emotions or aim of a writer should not affect the language of the business report and the report's message should be self-explained.

8. Grammatically correct: The error-free report is considered as a good business report. If any sentence is grammatically not correct then the reader may understand it in a different way and its meaning may change. Also, confusion or ambiguity may arise.
In broader terms, business reports are categorized as oral and written reports. When communication in business is done face-to-face or through words, then it is called oral business communication. Although it is a time saver for a reporter, simultaneously, it is more time-consuming too as it requires the listener to listen to each word carefully.
In another way, the written business report is more convenient. The reader may read the information as per his/her requirement i.e. either the whole report or piece of information or conclusions or recommendations. Written report structure is more formal as compared to oral one and can be utilized as and when required due to its proper documentation.

The business reports are further classified on the following basis:

1. Importance-based or frequency-based reports: These reports are based upon a specific purpose. These are of two types, i.e. ordinary or daily reports and special-purpose reports.

a) Ordinary or daily routine reports: These types of reports are general reports that are prepared and forwarded to management or higher authority as a routine activity or at specific intervals. These may be submitted either daily or weekly, quarterly, monthly or annually, etc.

For example, a daily or weekly or monthly report by the sales team can be submitted to the sales head or management regarding routine sales activities and average sales done. Similarly, a production report that includes daily production information and HR hiring report to know the status of hiring activities are part of ordinary reports.

b) Special purpose report: This business report is written and forwarded to the senior officials or management for a special purpose or on their special request. Generally, these types of reports include the views or recommendations of the report writer based on facts.

For example, management may ask HR Head to submit a special report on a high attrition rate along with his/her opinion for the reason of such a high attrition rate with facts, figures and also recommendations to reduce it. Similarly, different other special reports such as launching new products or services, changes in quality of the product or its features are considered as special purpose reports.

2. Law-based or legal reports: Reports that are based on legal formalities can be categorized as a formal and informal business report.

a) Formal business report: The report that is prepared in a specific or pre-determined format and as per well-established process is known as a formal report in business. **For example,** different types of reports prepared and submitted by different officials, cooperative societies, legal identities, organizations, etc. come under such types of reports. Similarly, if an accident happens with any employee at the workplace then an organization is required to submit an accident report in a prescribed format of 'Employee State Insurance Act' to claim the medical insurance allowance or for the treatment under the act for medical bill rebates for the employee. This type of report is a type of formal report.

b) Informal business report: This type of report includes a user-specific format or structure that is according to the convenience of the writer and submitted directly to the desired authority as and when required.

The detailed facts related to a given task are presented in these reports without any recommendations or suggestions or keynotes.

For example, management of an organization may ask for the report of new joining in the organization in different departments or locations every month from the HR department without any suggestions or comments. Most of the time, these reports are prepared on a routine basis. These can also be statutory reports like a daily wage register is prepared in factories for workers as per the law or statutory and is a routine report as well.

Structure

Regardless of size, industry or structure, a business must maintain a clear and precise internal communication structure that allows managers to issue directions to front-line workers and allows workers to give feedback so managers can adjust their plans.

Depending on a company's management structure, communication can flow downward from the top of the organization, upward from the lower ranks, horizontally among peers or diagonally among departments. The structure of the organization's communication networks dictates the methods and speeds by which ideas flow among managers and employees.

Chain Communication Structure

The "chain" or "line" communication structure involves direct lines of communication between members of each rank directly above and below the message's origin point, but not with members on any other point in the chain.

For instance, a department head can communicate directly with the vice president directly above him or the manager directly below him but not with the line worker several steps below him or the company president several steps above him. The advantage of this structure is that it provides clear accountability, in the sense that everyone knows where an instruction or decision originated.

Circle Communication Structure

The "circle" structure resembles the chain structure, in that each link only connects to the two links on either side. The difference is that two links in the chain "close" to form the circle. The circle structure is less concerned with hierarchy than the chain structure, so the circle does not have the authoritarian weight found in the chain. However, the lack of a clear authority can lead to inefficiencies, such as a reduction in clarity as the message gets passed around the circle.

Star Communication Structure

In the "star" structure, communications revolve around a central point. Each participant in the outer branches of the star communicates her message to a central authority, who then distributes the message to the other participants.

For instance, a sales representative will communicate a customer's wishes to the sales manager, who will then pass on the message to the rest of the sales staff. While the star structure maintains the clarity of the message by requiring that the message goes through a central point, it can inhibit the participants from communicating such important messages directly with each other.

All-Channel Communication Structure

The "all-channel" communication structure blends the features of the circle and the star structures. The all-channel structure allows each participant to communicate directly with every other participant. This structure is highly effective for accomplishing complex tasks, as it allows all participants the opportunity to contribute to solving the problem. However, the lack of a central authority can lead to communication overload and can slow decision-making.

Style & Writing of Reports

Some academic assignments ask for a ‘report’, rather than an essay, and students are often confused about what that really means.

Likewise, in business, confronted with a request for a ‘report’ to a senior manager, many people struggle to know what to write.

Confusion often arises about the writing style, what to include, the language to use, the length of the document and other factors.

What is a Report?

In academia there is some overlap between reports and essays, and the two words are sometimes used interchangeably, but reports are more likely to be needed for business, scientific and technical subjects, and in the workplace.

Whereas an essay presents arguments and reasoning, a report concentrates on facts.

Essentially, a report is a short, sharp, concise document which is written for a particular purpose and audience. It generally sets outs and analyses a situation or problem, often making recommendations for future action. It is a factual paper, and needs to be clear and well-structured.

Requirements for the precise form and content of a report will vary between organisation and departments and in study between courses, from tutor to tutor, as well as between subjects, so it's worth finding out if there are any specific guidelines before you start.

Reports may contain some or all of the following elements:

A description of a sequence of events or a situation;

Some interpretation of the significance of these events or situation, whether solely your own analysis or informed by the views of others, always carefully referenced of course (see our page on Academic Referencing for more information);

An evaluation of the facts or the results of your research;

Discussion of the likely outcomes of future courses of action;

Your recommendations as to a course of action; and

Conclusions.

Not all of these elements will be essential in every report.

If you're writing a report in the workplace, check whether there are any standard guidelines or structure that you need to use.

For example, in the UK many government departments have outline structures for reports to ministers that must be followed exactly.

Sections and Numbering

A report is designed to lead people through the information in a structured way, but also to enable them to find the information that they want quickly and easily.

Reports usually, therefore, have numbered sections and subsections, and a clear and full contents page listing each heading. It follows that page numbering is important.

Modern word processors have features to add tables of contents (ToC) and page numbers as well as styled headings; you should take advantage of these as they update automatically as you edit your report, moving, adding or deleting sections.

Report Writing

Getting Started: prior preparation and planning

The structure of a report is very important to lead the reader through your thinking to a course of action and/or decision. It's worth taking a bit of time to plan it out beforehand.

Step 1: Know your brief

You will usually receive a clear brief for a report, including what you are studying and for whom the report should be prepared.

First of all, consider your brief very carefully and make sure that you are clear who the report is for (if you're a student then not just your tutor, but who it is supposed to be written for), and why you are writing it, as well as what you want the reader to do at the end of reading: make a decision or agree a recommendation, perhaps.

Step 2: Keep your brief in mind at all times

During your planning and writing, make sure that you keep your brief in mind: who are you writing for, and why are you writing?

All your thinking needs to be focused on that, which may require you to be ruthless in your reading and thinking. Anything irrelevant should be discarded.

As you read and research, try to organise your work into sections by theme, a bit like writing a Literature Review**.**

Make sure that you keep track of your references, especially for academic work. Although referencing is perhaps less important in the workplace, it's also important that you can substantiate any assertions that you make so it’s helpful to keep track of your sources of information.

The Structure of a Report

Like the precise content, requirements for structure vary, so do check what’s set out in any guidance.

However, as a rough guide, you should plan to include at the very least an executive summary, introduction, the main body of your report, and a section containing your conclusions and any recommendations.

Executive Summary

The executive summary or abstract, for a scientific report, is a brief summary of the contents. It’s worth writing this last, when you know the key points to draw out. It should be no more than half a page to a page in length.

Remember the executive summary is designed to give busy 'executives' a quick summary of the contents of the report.

Introduction

The introduction sets out what you plan to say and provides a brief summary of the problem under discussion. It should also touch briefly on your conclusions.

Report Main Body

The main body of the report should be carefully structured in a way that leads the reader through the issue.

You should split it into sections using numbered sub-headings relating to themes or areas for consideration. For each theme, you should aim to set out clearly and concisely the main issue under discussion and any areas of difficulty or disagreement. It may also include experimental results. All the information that you present should be related back to the brief and the precise subject under discussion.

Technical Proposal

This chapter focuses on the proposal—the kind of document that gets you or your organization approved or hired to do a project.

Some preliminaries

In a technical writing course, the proposal assignment is an opportunity for you to present an idea to a specific, named audience about an idea you have to improve a certain aspect of that company, organization, center, or other business. Whatever topic you choose, you must be able to conduct thorough scholarly research that you will integrate into your final report.

To begin planning a proposal, remember the basic definition: a proposal is an offer or bid to complete a project for someone. Proposals may contain other elements—technical background, recommendations, results of surveys, information about feasibility, and so on. But what makes a proposal a proposal is that it asks the audience to approve, fund, or grant permission to do the proposed project.

A proposal should contain information that would enable the audience of that proposal to decide whether to approve the project, to approve or hire you to do the work, or both. To write a successful proposal, put yourself in the place of your audience—the recipient of the proposal—and think about what sorts of information that person would need in order to feel confident having you complete the project.

It is easy to get confused about proposals, or at least the type of proposal you will be writing for this class. Imagine that you have a terrific idea for installing some new technology where you work, and you write up a document explaining how it work, showing the benefits, and then urging management to install it. Is that a proposal? All by itself, this would not be a complete proposal. It would be more like a feasibility report, which studies the merits of a project and then recommends for or against it. However, all it would take to make this document a proposal would be to add elements that ask management for approval for you to go ahead with the project. Additionally, for this class, one of those elements is scholarly research. Certainly, some writers of proposals must sell the projects they propose, but in all cases, proposals must sell the writer (or the writer's organization) as the one to complete the project.

Types of proposals

Consider the situations in which proposals occur. A company may send out a public announcement requesting proposals for a specific project. This public announcement—called a request for proposals (RFP)—could be issued through websites, emails, social media, newspapers, or trade journals. Firms or individuals interested in the project would then write proposals in which they summarize their qualifications, project schedules and costs, and discuss their approach to the project. The recipient of all these proposals would then evaluate them, select the best candidate, and then work up a contract.

But proposals also come about much less formally. Imagine that you are interested in doing a project at work (for example, investigating the merits of bringing in some new technology to increase productivity). Imagine that you met with your supervisor and tried to convince her of this. She might respond by saying, “Write me a proposal and I’ll present it to upper management.” This is more like the kind of proposal you will write in a technical writing course.

Most proposals can be divided into several categories:

- Internal, external: A proposal to someone within your organization (a business, a government agency, etc.) is an internal proposal. With internal proposals, you may not have to include certain sections (such as qualifications) or as much information in them. An external proposal is one written from one separate, independent organization or individual to another such entity. The typical example is the independent consultant proposing to do a project for another firm. Chances are, you will write one of these two kinds of proposals for this class, and it may be solicited or unsolicited, as explained below.
- Solicited, unsolicited: A solicited proposal is one in which the recipient has requested the proposal. Typically, a company will send out requests for proposals (RFPs) through the mail or publish them in some news source. But proposals can be solicited on a very local level: for example, you could be explaining to your boss what a great thing it would be to install a new technology in the office; your boss might get interested and ask you to write up a proposal that offered to do a formal study of the idea. Unsolicited proposals are those in which the recipient has not requested proposals. With unsolicited proposals, you sometimes must convince the recipient that a problem or need exists before you can begin the main part of the proposal. Most of the technical writing projects we have seen in this class have been unsolicited proposals.

Typical scenarios for the proposal

Many of you may have never given much thought to producing a technical report based on a viable proposal. Several sample topics are included on the assignment sheet; here are some additional ideas:

- Imagine that a company has a problem or wants to make some sort of improvement. The company sends out a request for proposals; you receive one and respond with a proposal. You offer to come in, investigate, interview, make recommendations—and present it all in the form of a report.
- An organization wants a seminar in your expertise. You write a proposal to give the seminar—included in the package deal is a guide or handbook that the people attending the seminar will receive.
- An agency has just started using a new online data system, but the user’s manual is technically complex and difficult to read. You receive a request for proposals from this agency to write a simplified guide or startup guide.
- Imagine that a nonprofit organization focused on a particular issue wants an consultant to write a handbook or guide for its membership. This document will present information on the issue in a way that the members can understand.

Not all research topics are appropriate for technical writing. Topics that are based on values and beliefs do not fall into the category of technical. Historical and literary topics do not qualify. Always check with your instructor about any topic ideas you have before starting on your project.

In addition, keep in mind you must integrate scholarly research into your final report, choose a topic for which you can readily find such material. While interviews and other first-hand sources are often valuable to a report, one that relies heavily on these sources will not meet the outcomes of this course.

Common sections in proposals

The following provides a review of the sections you will commonly find in proposals, submitted in this class in memo format. Do not assume that each one of them has to be in the actual proposal you write, nor that they have to be in the order they are presented here. Refer to the assignment sheet and consider other kinds of information unique to your topic that should be included in your particular proposal.

As you read this chapter on proposals, check out the sample proposal memo shared in our current week's unit folder. Again, keep in mind that not all of the sections discussed here will show up in the examples, but most will.

Introduction. Plan the introduction to your proposal carefully. Make sure it does all of the following things (but not necessarily in this order) that apply to your particular proposal:

- Indicate that the content of the memo is a proposal for a specific project.
- Develop at least one brief motivating statement that will encourage the recipient to read on and to consider approving the project (especially if it is an unsolicited or competitive proposal).
- Give an overview of the contents of the proposal.

Background on the problem, opportunity, or situation. Often occurring just after the introduction, the background section discusses what has brought about the need for the project—what problem, what opportunity exists for improving things, what the basic situation is. For example, management of a chain of day care centers may need to ensure that all employees know CPR because of new state mandates requiring it, or an owner of pine timber land in eastern Oregon may want to get the land producing saleable timber without destroying the environment.

While the named audience of the proposal may know the problem very well, writing the background section is useful in demonstrating your particular view of the problem. Also, if the the proposal is unsolicited, a background section is almost a requirement—you will probably need to convince the audience that the problem or opportunity exists and that it should be addressed.

Benefits and feasibility of the proposed project. Most proposals briefly discuss the advantages or benefits of completing the proposed project. This acts as a type of argument in favor of approving the project. Also, some proposals discuss the likelihood of the project's success. In an unsolicited proposal, this section is especially important—you are trying to "sell" the audience on the project.

Description of the proposed work (results of the project). Most proposals must describe the finished product of the proposed project. In a technical writing course, that means describing the written document you propose to write, its audience and purpose; providing an outline; and discussing such things as its length, graphics, binding, and so forth. In the scenario you define, there may be other work such as conducting training seminars or providing an ongoing service. At this early stage, you might not know all that it will take to complete your project, but you should at least have an idea of some of the steps required.

Method, procedure, theory. In some proposals, you will need to explain how you will go about completing the proposed work. This acts as an additional persuasive element; it shows the audience you have a sound, thoughtful approach to the project. Also, it serves to demonstrate that you have the knowledge of the field to complete the project.

Schedule. Most proposals contain a section that shows not only the projected completion date but also key milestones for the project. If you are doing a large project spreading over many months, the timeline would also show dates on which you would deliver progress reports. If you cannot cite specific dates, cite amounts of time for each phase of the project.

Costs, resources required. Most proposals also contain a section detailing the costs of the project, whether internal or external. With external projects, you may need to list your hourly rates, projected hours, costs of equipment and supplies, and so forth, and then calculate the total cost of the complete project. Internal projects, of course, are not free, so you should still list the project costs: hours you will need to complete the project, equipment and supplies you will be using, assistance from other people in the organization, and so on.

Conclusions. The final paragraph or section of the proposal should bring readers back to a focus on the positive aspects of the project. In the final section, you can urge them to contact you to work out the details of the project, remind them of the benefits of doing the project, and maybe make one last argument for you or your organization as the right choice for the project.

Special project-specific sections. Remember that the preceding sections are typical or common in written proposals, not absolute requirements. Always ask yourself what else might your audience need to understand the project, the need for it, the benefits arising from it, your role in it, and your qualifications to do it. What else do they need to see in order to approve the project and to approve you to do it?

Special assignment requirements

Depending on the writing situation, your proposal may need to include other specialized elements as well. Some of these are described below. Note: some of these elements will actually be required in your progress memo for this class; however, in a real technical writing situation, your supervisor might ask you to include in your proposal any of the following:

Audience: Describe the audience of the final report (which may be different than the audience for the proposal). You may need to discuss for whom the report is designed, their titles and jobs, their technical background, and their ability to understand the report.

Information sources: List information sources; make sure you know that there is adequate information for your topic; list citations for specific books, articles, reference works, other kinds of sources that you think will contribute to your report.

Graphics: List the graphics you think your report will need according to their type and their content. (If you cannot think of any your report would need, you may not have a good topic—do some brainstorming with your instructor.) For this class, you will be required to create and include graphics in your final report.

Outline: Include an outline of the topics and subtopics you think you will cover in your report.

Proposals and audience

Remember that, in a technical writing course, the proposal assignment serves several purposes: (1) it gives you some experience in writing a proposal; (2) it gets you started planning your term report; (3) it gives your instructor a chance to work with you on your project, to make sure you have a viable topic. For the second and third reasons, you need to include specific elements in your proposal (as noted in your assignment sheet) some of which may not seem appropriate in a real-world proposal.

In this technical writing course, the proposal is the beginning of a weeks-long research and writing process that goes through many stages until it gets to the end point: the technical report. You only submit the proposal once during this process. After that, you will write and submit different types of documents: a progress report, an outline, an annotated bibliography, a graphics draft, a report draft, and a final report. Be careful to use the term “proposal” only if you are specifically referring to the initial stage of your project.

Another point to keep in mind relates to the audience for proposals versus the audience for reports that come later in the writing process. The audience for your proposal is the person who can approve, support, and possibly fund your research and writing. The final report that you produce may be directed at a different audience. Consider the example of a proposal written to a supervisor at a solar power company suggesting the creation of a policy manual for residential solar panel installers. The proposal's audience may be an executive, whose knowledge of the technicalities may be very broad. On the other hand, the final report's audience is the technicians, who may have more specialized knowledge than the executive. The content and language used for these two different audiences will need to be adjusted to fit the writing situation. (For more on this, review the chapter on Audience Analysis.)

Revision checklist for proposals

As you review and revise your proposal, keep the following in mind:

- Use the right format. Remember, for this class, you are writing this proposal in memo format.
- Write a clear summary of (or introduction to) your proposal topic.
- Identify exactly what you are proposing to do.
- Insure that a report—a written document—is somehow involved in the project you are proposing to do. Remember that in this technical writing course we are both practicing writing a proposal like those done in the real world and completing a college-level research project.
- Insure that the sections of your proposal are in a logical, natural order and that you use sub-headers and bullets (and any other formatting styles) correctly.
- Address the proposal to your named audience—not your instructor.

Writing of Proposal

There is no one right way to write a proposal. But there is a "most common" way and there are certainly best practices. If you need to write a proposal and if no other template has been given to you, you can be confident that most full-length proposals include the following sections:

-Transmittal Letter
-Cover/Title Page
-Executive Summary
-Table of Contents
-List of Figures
-Introduction
-Project/Deliverable Description
-Methodologies
-Timeline
-Budget
-Cost/Benefit Analysis
-Qualifications
-Conclusion
-Appendices

Each of the above proposal sections are described below. But first, you should know a few things about how to write a proposal:

Proposals are for Solving Problems

The most fundamental thing you need to know about how to write a proposal is that you are proposing a solution to a problem. This means you should be aware of what the problem is, how serious it is, whom it affects, how (if at all) the problem has been addressed in the past, and how you expect to be able to solve it in a way that hasn't been done before.

Audience Matters

Despite what you may have been taught in your technical or business writing class, there is no precise formula for writing a proposal. In the end, a real person is going to read (or NOT read if you aren't careful) your proposal and it is important that you cater to their expectations. When you write a proposal for a grant, it is **imperative** that you follow the guidelines given by the organization. If you don't, yours will almost assuredly be tossed. If you are writing a proposal for your company, look and see what proposals have been written in the past. Follow what is expected.

Proposals are Persuasive Documents

Perhaps it seems obvious, but when you write a proposal, you are trying to persuade people to let you move forward with your great idea. In order to get others on board, you have to be impressively and unquestionably persuasive. So make sure you frame each section of the proposal in such a way that your project sounds important, worthwhile, valuable, clear, effective, safe, feasible, or anything else that might be convincing to those reviewing it. Also, make sure you avoid statements that make you sound unsure of yourself or too confident in yourself. It's a fine line between sounding incompetent (when you say phrases like "I think" or "I believe" or "I'm guessing that…") and sounding arrogant (when you say phrases like "I'm sure you'll agree" or "I'm the best option you've got).

Proposals Aren't Usually Read by Just One Person

When you write a proposal, you should be aware that several people will often be evaluating the feasibility of what you are proposing. And each person has a different stake in its approval. An accountant may be in charge of reading your budget section, but might not look at anything else. A reading committee may only look at the executive summary for quick validation. Or a specialized group may only be interested in your methodologies. It's important that you recognize in advance who will likely care about each part of the proposal the most.

Specifics Are Most Important

One of the greatest pitfalls in writing a proposal is not being specific enough. Don't confuse length of the proposal with specifics. Some very long proposals are, simply, long-winded. Make sure that every detail you include makes the project your are proposing more clear. If a detail isn't valuable to the stakeholders, leave it out. And avoid storytelling (or what is often referred to as "metadiscourse") in your writing. In other words, avoid interjecting yourself and your desires, thoughts, and processes for choosing the project and deciding to write about it. Stick to why the project is important and how you're going to complete it.

Transmittal Letter

Transmittal letters are a courtesy and a formality. They are written in professional business letter format and they are addressed to the person or review committee that you are sending the proposal to. Your transmittal letter should include a brief introduction that introduces yourself and the purpose for the proposal. The letter will usually include a very brief (one or two paragraphs) description of the project you are proposing. The transmittal letter should also include some kind of concluding statement, usually providing you contact information and a statement about being able to answer any further questions about the proposal or project.

Cover or Title Page

All professional proposals should include a cover page. These are more important than just for decoration. Cover pages provide the title of the proposal, the author(s), the date of submission, the person or committee being submitted to, and any other relevant or requested information. If you are submitting to your company or to a grant or funding organization, make sure that you follow their guidelines for what should be included in the cover page. Most organizations have a preference for the cover since they use a filing system to stay organized.

Executive Summary

Executive summaries usually immediately follow the cover page (before the table of contents). These are summaries of the entire proposal. Executive summaries are often forgotten about, but they do serve an important purpose. Remember that there are usually a large number of stakeholders involved in reading proposals. Some people just need a quick glance of the entire proposal but don't have the time or interest in reading the entire thing. Executive summaries provide a glimpse into the entire proposal. It is important, though, that every section of the proposal is addressed in the summary. Usually, executive summaries are 1 – 2 pages in length.

Table of Contents

Properly designed proposals included a table of contents. Even for simple projects, proposals end up being a minimum of 15 – 20 pages. It is important that your proposal is organized and that readers can quickly find the information they are looking for. If the accountants only need to see the proposed budget, for example, they should be able to quickly find the page it is on.

List of Figures (And List of Tables)

Most proposals, especially long ones, include figures and tables. If someone needs to refer back to your proposal and they are only interested in your Gantt chart (which outlines your timeline), they need to know where to locate the chart. Think of the list of figures page as an extension of your table of contents that specifically locates visuals, including images, charts, graphs, diagrams, and tables. Often, if you have several figures and several tables, you'll want a separate list of tables page from the list of figures page.

Introduction

Introductions are best if they are kept short and to the point. If you need to introduce yourself, you may, but make it brief. The primary purpose of the introduction, though, is to state your project and its purpose. This is your first chance to really be persuasive, so it is important that you really make it sound like the project you are proposing is important. This means you need to

1) Introduce your topic
2) Provide a problem statement
3) Offer a quick solution to the problem

One of the greatest pitfalls in proposal writing is failing to clearly indicate that there is an actual problem to begin with that is worth solving. Remember from above that proposals are written to solve problems. So, for example, if you are a manager of a branch of a nationwide company, and you want to propose to your superiors that you need to relocate your store to another building, you'll need to tell them 1) that you propose the move the building, 2) that the building needs to be moved because its location hinders growth (problem statement), and 3) that you have a location in mind that will improve growth opportunities.

Regardless of what your proposal is about, however, you MUST have a problem statement and solution in the introduction. If this isn't clear and to the point, your chances of someone reading the rest of the proposal become dim.
Project or Deliverable Description

This section can take many different names and it is often subdivided into many smaller sections. But regardless of what you name this section and how you organize it, know that your primary goal is to describe what the project is, in its entirety. You need to explain everything that you will end up producing or doing. Everything. However, avoid describing anything that explains how you will be doing it. That is for the next section, methodologies. In the project description section, you might first think in terms of a list.

What is exactly everything you will be producing or helping to produce?
What, exactly, will the project (or deliverables) look like when completed?
It is very important that you are clear, succinct, and organized in this section. If you leave questions about what the end result will be, your reviewers are very likely to give up and deny approval for the proposal.

Methodologies

After describing the details of your project, you now how the chance to write **how** you will be completing your project. Take your sections and descriptions from the project/deliverables section and describe, in detail, how you will go about obtaining the information, permissions, and other tools to complete the project. You may even need to describe fundraising plans if more money is needed to complete the project.
One of the biggest pitfalls in the methods section is stating new components to your project that were not described earlier, the project/deliverables description. Avoid stating new information about the project here. Rather, focus entirely on how you will research, plan, work through, and execute the project that was described earlier. If you find yourself realizing that you didn't explain something in the previous section of the proposal, go back and include it there. Proposal reviewers hate nothing more than getting new surprises along the way. If new pieces of the project keep popping up in the proposal, they'll start to wonder if you've thought this all the way through and if you know how much is really entailed in the project.

With that in mind, it is important that you are very specific about your methods. Describe, in detail, your research, if you will be interviewing people, who you will be interviewing, how you will create or design something, who you will consult, and so forth.

Timeline

The timeline, really, is an extension of your methods. But for clarity and organization's sake, the timeline usually gets a section of its own. Reviewers will need to know when you will complete different benchmarks in the project and they will need to know if you've planned ample time between segments. Mostly, they need something to follow up with you on. A timeline is good for you, too, as it will help you keep on pace and keep organized. Think creatively about how best to visually display your timeline. Is a Gantt chart most appropriate? Or maybe a table? Or a linear timeline? Whatever you choose, make sure that it is clear what will happen when and who will be involved at various points.

Budget

To some extent, it is possible that some of your budget will show up in the methods section, but only to the point where you describe how you will fundraise. In this section, you need to outline every possible cost you can think of. You don't need to describe **how** you'll get the money (usually the organizations you propose to offer the money based on approval of the proposal and the budget proposed) unless your proposal is, specifically, about raising money. But you need to be thoughtful of every possible cost. Nothing is worse than getting a proposal approved then realizing that it will cost you more than what you were approved to spend.

Cost/Benefit Analysis

Cost and benefit analyses aren't a requirement for many proposals, particularly for projects that don't require a lot of money to complete. However, you may find yourself proposing something that is controversial or that otherwise costs a lot of money. Besides stating a very persuasive problem statement in your introduction, you may need to elaborate on why this particular project is worth the money being spend. In order to be persuasive, focus on all stakeholders; point to how many people, organizations, or other entities will benefit from this. If there are risks, state them, but frame them in a way that suggests the cost will likely outweigh the risks. Remember that proposals, more than most documents, are persuasive documents and it is important that you frame everything in a way that makes your project sound very, very important. But, of course, don't overdo it.

Qualifications

Many times you will be writing proposals to people you don't know. But even if you do know the person or persons in charge of reviewing your proposal, it is important that you sound qualified. In the field of rhetoric, this is called **ethos**, which refers to your credibility. Recognize that reviewers will be asking in their head as they read your proposal, "but why this person? Are they capable?"
Provide as much information as you think is important to build your credibility. Avoid anything that makes you sound less qualified. Some proposal reviewers will require that you state your credentials, including college degrees, work experience, knowledge, and even resumes and sample work. Make sure you know how much information they'll want and need.

Conclusion

Every document needs a beginning, a middle, and a conclusion. Unfortunately, conclusions are often forgotten. In your conclusion, you need to restate the problem statement, reminding the reviewers how important this project is. But you also will need to provide a request for approval (so that it is clear you are hoping to obtain such). Also, you'll need need to let reviewers know how to contact you if they need further information from you. Conclusions aren't just busy work to polish off your document; they are a courtesy, which makes your proposal more persuasive. Andy they provide valuable information about getting a response and getting in contact with you. Without a conclusion, you may leave some unwanted ambiguity in the proposals' scope.

Appendices

While not all proposals will need appendices, it is possible that yours might. Consider what information your reviewers may want that doesn't readily fit into other sections of your proposal. You may need to include balance sheets, for example, that would take up too much space in the budget section. Or, you may need to include drawings that don't really fit naturally into the project/deliverables description. If you do choose to include appendices, however, make sure that you mention them earlier in the proposal. You might state in the budget section, for example, something like this: "For further financial information, please refer to the balance sheets in Appendix A."

Technical Paper

Professional communication in written form requires skill and expertise. From text messages to reports, how you represent yourself with the written word counts. Writing in an online environment requires tact, skill, and an awareness that what you write may be there forever. From memos to letters, from business proposals to press releases, your written business communication represents you and your company: your goal is to make it clear, concise, and professional.

Text, e-mail, and netiquette

Text messages and e-mails are part of our communication landscape, and skilled business communicators consider them a valuable tool to connect. Netiquette refers to etiquette, or protocols and norms for communication, on the Internet.

Texting

Whatever digital device you use, written communication in the form of brief messages, or texting, has become a common way to connect. It is useful for short exchanges, and is a convenient way to stay connected with others when talking on the phone would be cumbersome. Texting is not useful for long or complicated messages, and careful consideration should be given to the audience. Although texting will not be used in this class as a form of professional communication, you should be aware of several of the principles that should guide your writing in this context.

When texting, always consider your audience and your company, and choose words, terms, or abbreviations that will deliver your message appropriately and effectively.

Tips for effective business texting

- Know your recipient; "? % dsct" may be an understandable way to ask a close associate what the proper discount is to offer a certain customer, but if you are writing a text to your boss, it might be wiser to write, "what % discount does Murray get on $1K order?"
- Anticipate unintentional misinterpretation. Texting often uses symbols and codes to represent thoughts, ideas, and emotions. Given the complexity of communication, and

the useful but limited tool of texting, be aware of its limitation and prevent misinterpretation with brief messages.

- Contacting someone too frequently can border on harassment. Texting is a tool. Use it when appropriate but don't abuse it.
- Don't text and drive. Research shows that the likelihood of an accident increases dramatically if the driver is texting behind the wheel. [1] Being in an accident while conducting company business would reflect poorly on your judgment as well as on your employer.

E-mail

E-mail is familiar to most students and workers. It may be used like text, or synchronous chat, and it can be delivered to a cell phone. In business, it has largely replaced print hard copy letters for external (outside the company) correspondence, and in many cases, it has taken the place of memos for internal (within the company) communication.[2] E-mail can be very useful for messages that have slightly more content than a text message, but it is still best used for fairly brief messages. Many businesses use automated e-mails to acknowledge communications from the public, or to remind associates that periodic reports or payments are due. You may also be assigned to "populate" a form e-mail in which standard paragraphs are used but you choose from a menu of sentences to make the wording suitable for a particular transaction.

E-mails may be informal in personal contexts, but business communication requires attention to detail, awareness that your e-mail reflects you and your company, and a professional tone so that it may be forwarded to any third party if needed. E-mail often serves to exchange information within organizations. Although e-mail may have an informal feel, remember that when used for business, it needs to convey professionalism and respect. Never write or send anything that you wouldn't want read in public or in front of your company president.

Tips for effective business e-mails

As with all writing, professional communications require attention to the specific writing context, and it may surprise you that even elements of form can indicate a writer's strong understanding of audience and purpose. The principles explained here apply to the educational context as well; use them when communicating with your instructors and classroom peers.

- **Open with a proper salutation**. Proper salutations demonstrate respect and avoid mix-ups in case a message is accidentally sent to the wrong recipient. For example, use a salutation like "Dear Ms. X" (external) or "Hi Barry" (internal).
- **Include a clear, brief, and specific subject line**. This helps the recipient understand the essence of the message. For example, "Proposal attached" or "Your question of

10/25."

- **Close with a signature**. Identify yourself by creating a signature block that automatically contains your name and business contact information.
- **Avoid abbreviations**. An e-mail is not a text message, and the audience may not find your wit cause to ROTFLOL (roll on the floor laughing out loud).
- **Be brief**. Omit unnecessary words.
- **Use a good format**. Divide your message into brief paragraphs for ease of reading. A good e-mail should get to the point and conclude in three small paragraphs or less.
- **Reread, revise, and review**. Catch and correct spelling and grammar mistakes before you press "send." It will take more time and effort to undo the problems caused by a hasty, poorly written e-mail than to get it right the first time.
- **Reply promptly**. Watch out for an emotional response—never reply in anger—but make a habit of replying to all e-mails within twenty-four hours, even if only to say that you will provide the requested information in forty-eight or seventy-two hours.
- **Use "Reply All" sparingly**. Do not send your reply to everyone who received the initial e-mail unless your message absolutely needs to be read by the entire group.
- **Avoid using all caps**. Capital letters are used on the Internet to communicate emphatic emotion or yelling and are considered rude.
- **Test links**. If you include a link, test it to make sure it is working.
- **E-mail ahead of time if you are going to attach large files** (audio and visual files are often quite large) to prevent exceeding the recipient's mailbox limit or triggering the spam filter.
- **Give feedback or follow up**. If you don't get a response in twenty-four hours, e-mail or call. Spam filters may have intercepted your message, so your recipient may never have received it.

Figure 1 shows a sample email that demonstrates the principles listed above.

Figure 1. Sample email

From: Steve Jobs <sjobs@apple.com>

To: Human Resources Division <hr@apple.com>

Date: September 12, 2015

Subject: Safe Zone Training

Dear Colleagues:

Please consider signing up for the next available Safe Zone workshop offered by the College. As you know, our department is working toward increasing the number of Safe Zone volunteers in our area, and I hope several of you may be available for the next workshop scheduled for Friday, October 9.

For more information on the Safe Zone program, please visit http://www.cocc.edu/multicultural/safe-zone-training/

Please let me know if you will attend.

Steve Jobs
CEO Apple Computing
sjobs@apple.com

Netiquette

We create personal pages, post messages, and interact via online technologies as a normal part of our careers, but how we conduct ourselves can leave a lasting image, literally. The photograph you posted on your Facebook page or Twitter feed may have been seen by your potential employer, or that nasty remark in a post may come back to haunt you later.

Following several guidelines for online postings, as detailed below, can help you avoid embarrassment later.

Know your context

- Introduce yourself.
- Avoid assumptions about your readers. Remember that culture influences communication style and practices.
- Familiarize yourself with policies on Acceptable Use of IT Resources at your organization. (COCC’s acceptable use policy can be found here: http://www.cocc.edu/its/computer-labs/acceptable-use-of-information-technology-resources/)

Remember the human

- Remember there is a person behind the words. Ask for clarification before making judgement.
- Check your tone before you publish.
- Respond to people using their names.
- Remember that culture and even gender can play a part in how people communicate.
- Remain authentic and expect the same of others.
- Remember that people may not reply immediately. People participate in different ways, some just by reading the communication rather than jumping into it.
- Avoid jokes and sarcasm; they often don't translate well to the online environment.

Recognize that text is permanent

- Be judicious. What you say online is difficult to retract later.
- Consider your responsibility to the group and to the working environment.
- Agree on ground rules for text communication (formal or informal; seek clarification whenever needed, etc) if you are working collaboratively.

Avoid flaming: research before you react

- Accept and forgive mistakes.
- Consider your responsibility to the group and to the working environment.
- Seek clarification before reacting.
- Ask your supervisor for guidance.*

Respect privacy and original ideas

- Quote the original author if you are responding to a specific point made by someone else.
- Ask the author of an email for permission before forwarding the communication.

*** Sometimes, online behavior can appear so disrespectful and even hostile that it requires attention and follow up. In this case, let your supervisor know right away so that the right resources can be called upon to help.**

Memorandums and letters

Memos

A memo (or memorandum, meaning "reminder") is normally used for communicating policies, procedures, or related official business within an organization. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action, or observance.

Memo purpose

A memo's purpose is often to inform, but it occasionally includes an element of persuasion or a call to action. All organizations have informal and formal communication networks. The unofficial, informal communication network within an organization is often called the grapevine, and it is often characterized by rumor, gossip, and innuendo. On the grapevine, one person may hear that someone else is going to be laid off and start passing the news around. Rumors change and transform as they are passed from person to person, and before you know it, the word is that they are shutting down your entire department.

One effective way to address informal, unofficial speculation is to spell out clearly for all employees what is going on with a particular issue. If budget cuts are a concern, then it may be wise to send a memo explaining the changes that are imminent. If a company wants employees to take action, they may also issue a memorandum. For example, on February 13, 2009, upper management at the Panasonic Corporation issued a declaration that all employees should buy at least $1,600 worth of Panasonic products. The company president noted that if everyone supported the company with purchases, it would benefit all.[3]

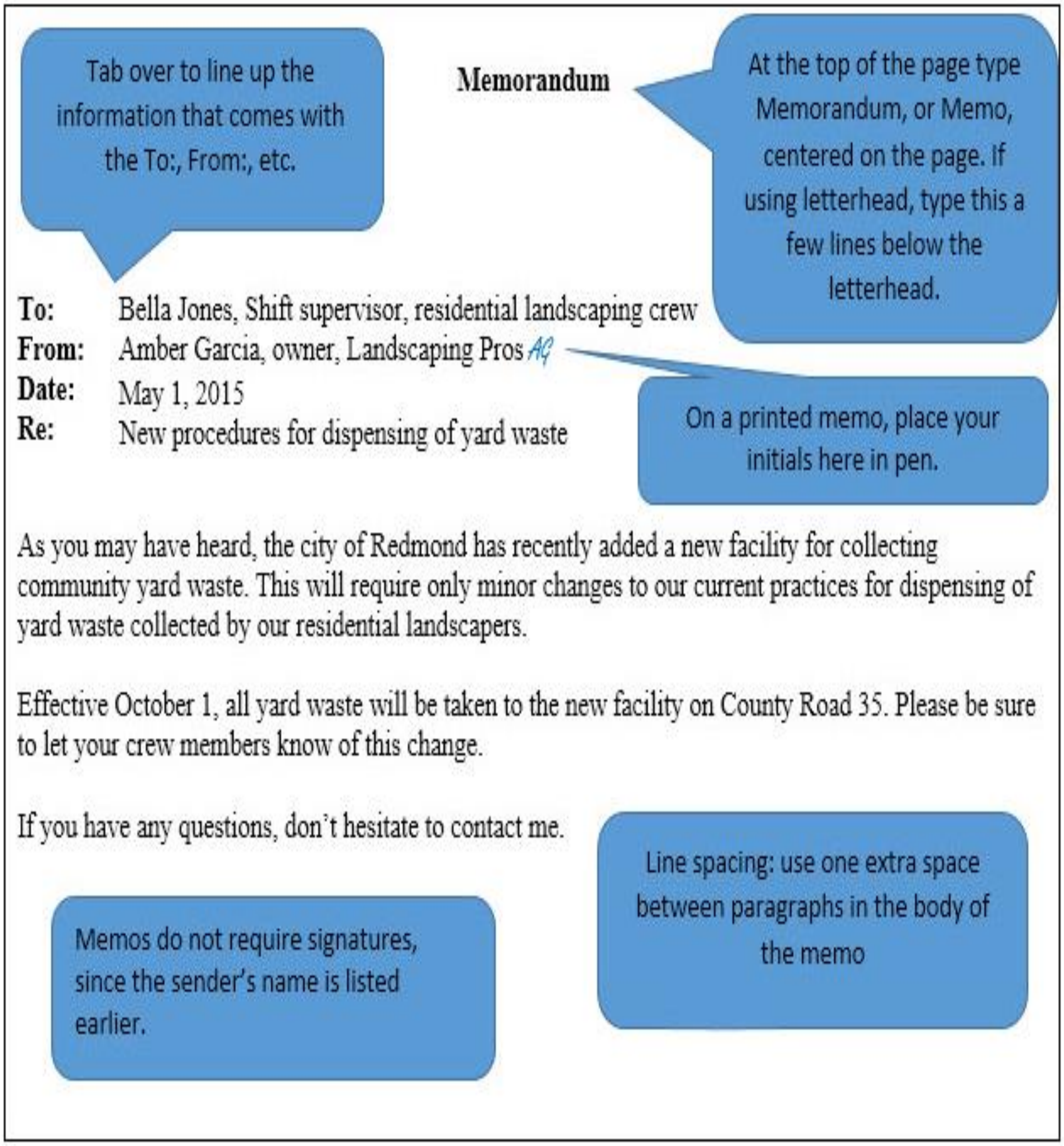
While memos do not normally include a call to action that requires personal spending, they often represent the business or organization's interests. They may also include statements that align business and employee interest, and underscore common ground and benefit.

Memo format

A memo has a header that clearly indicates who sent it and who the intended recipients are. Pay particular attention to the title of the individual(s) in this section. Date and subject lines are also present, followed by a message that contains a declaration, a discussion, and a summary.

In a standard writing format, we might expect to see an introduction, a body, and a conclusion. All these are present in a memo, and each part has a clear purpose. The declaration in the opening uses a declarative sentence to announce the main topic. The discussion elaborates or lists major points associated with the topic, and the conclusion serves as a summary. Figure 2 provides a sample memo using the format explained above.

Figure 2. Sample memo (click image for an accessible PDF)



Memorandum

To: Bella Jones, Shift supervisor, residential landscaping crew
From: Amber Garcia, owner, Landscaping Pros AG
Date: May 1, 2015
Re: New procedures for dispensing of yard waste

As you may have heard, the city of Redmond has recently added a new facility for collecting community yard waste. This will require only minor changes to our current practices for dispensing of yard waste collected by our residential landscapers.

Effective October 1, all yard waste will be taken to the new facility on County Road 35. Please be sure to let your crew members know of this change.

If you have any questions, don't hesitate to contact me.

Five tips for effective business memos

Audience orientation

Always consider the audience and their needs when preparing a memo. An acronym or abbreviation that is known to management may not be known by all the employees of the organization, and if the memo is to be posted and distributed within the organization, the goal is clear and concise communication at all levels with no ambiguity.

Professional, formal tone

Memos are often announcements, and the person sending the memo speaks for a part or all of the organization. While it may contain a request for feedback, the announcement itself is linear, from the organization to the employees. The memo may have legal standing as it often reflects policies or procedures, and may reference an existing or new policy in the employee manual, for example.

Subject emphasis

The subject is normally declared in the subject line and should be clear and concise. If the memo is announcing the observance of a holiday, for example, the specific holiday should be named in the subject line—for example, use "Thanksgiving weekend schedule" rather than "holiday observance."

Direct format

Some written business communication allows for a choice between direct and indirect formats, but memorandums are always direct. The purpose is clearly announced.

Objectivity

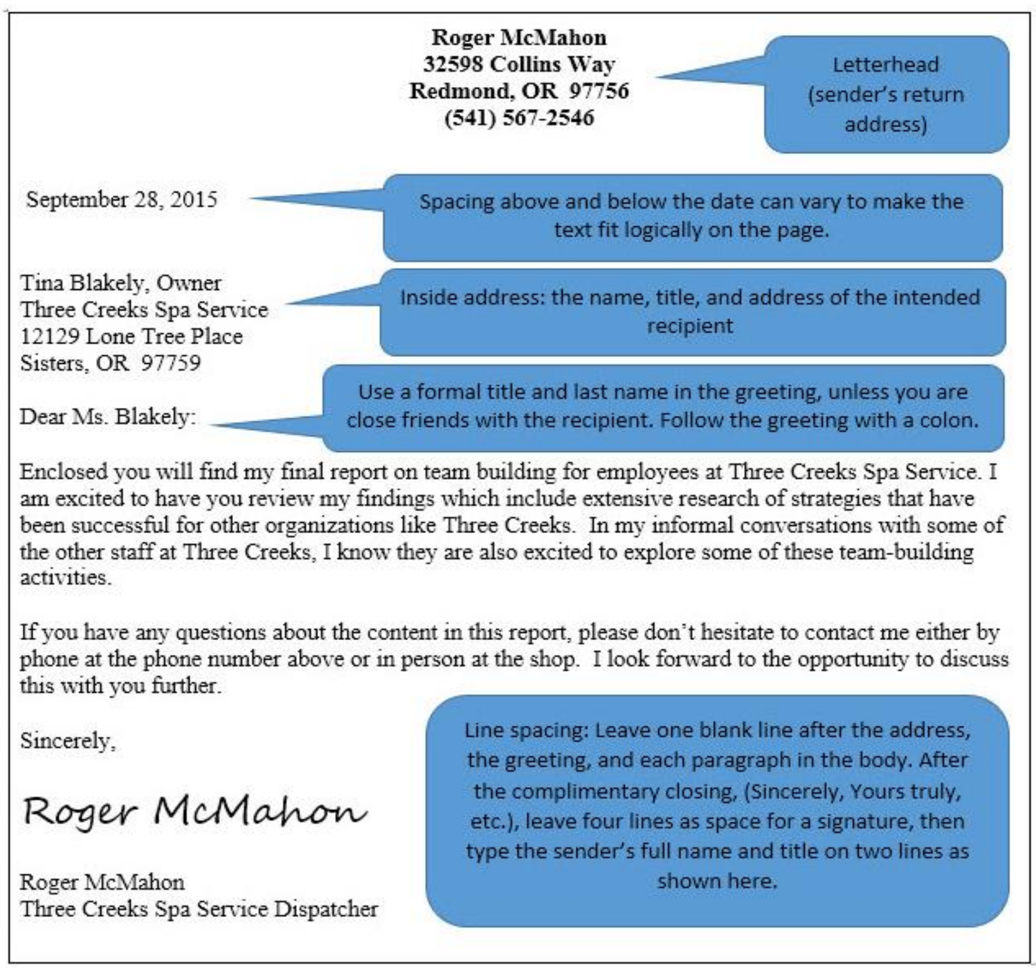
Memos are a place for just the facts, and should have an objective tone without personal bias, preference, or interest on display. Avoid subjectivity.

Letters

Letters are brief messages sent to recipients that are often outside the organization. They are often printed on letterhead paper, and represent the business or organization in one or two pages. Shorter messages may include e-mails or memos, either hard copy or electronic, while reports tend to be three or more pages in length. While e-mail and text messages may be used more frequently today, the effective business letter remains a common form of written communication. It can serve to introduce you to a potential employer, announce a product or service, or even serve to communicate feelings and emotions. We'll examine the basic outline of a letter and then focus on specific products or writing assignments.

All writing assignments have expectations in terms of language and format. The audience or readers may have their own ideas of what constitutes a specific type of letter, and your organization may have its own format and requirements. This chapter outlines common elements across letters, and attention should be directed to the expectations associated with your particular writing assignment. There are many types of letters, and many adaptations in terms of form and content, but in this chapter, we discuss the fifteen elements of a traditional block-style letter. Letters may serve to introduce your skills and qualifications to prospective employers, deliver important or specific information, or serve as documentation of an event or decision. Figure 3 demonstrates a cover letter that might introduce a technical report to its recipient.

Figure 3. Sample cover letter (click image for an accessible PDF)


Roger McMahon
32598 Collins Way
Redmond, OR 97756
(541) 567-2546

September 28, 2015

Tina Blakely, Owner
Three Creeks Spa Service
12129 Lone Tree Place
Sisters, OR 97759

Dear Ms. Blakely:

Enclosed you will find my final report on team building for employees at Three Creeks Spa Service. I am excited to have you review my findings which include extensive research of strategies that have been successful for other organizations like Three Creeks. In my informal conversations with some of the other staff at Three Creeks, I know they are also excited to explore some of these team-building activities.

If you have any questions about the content in this report, please don't hesitate to contact me either by phone at the phone number above or in person at the shop. I look forward to the opportunity to discuss this with you further.

Sincerely,

Roger McMahon

Roger McMahon
Three Creeks Spa Service Dispatcher

Strategies for effective letters

Remember that a letter has five main areas:

1. The heading, which names the recipient, often including address and date
2. The introduction, which establishes the purpose
3. The body, which articulates the message
4. The conclusion, which restates the main point and may include a call to action
5. The signature line, which sometimes includes the contact information

Always remember that letters represent you and your company in your absence. In order to communicate effectively and project a positive image, remember that

- your language should be clear, concise, specific, and respectful;
- each word should contribute to your purpose;
- each paragraph should focus on one idea;
- the parts of the letter should form a complete message;
- the letter should be free of errors.

Letters with specific purposes

Cover letters. When you send a report or some other document to your supervisor, send it with a cover letter that briefly explains the purpose of the report and your major findings. Although your supervisor may have authorized the project and received periodic updates from you, s/he probably has many other employees and projects going and would benefit from a reminder about your work.

Letters of inquiry. You may want to request information about a company or organization such as whether they anticipate job openings in the near future or whether they fund grant proposals from non-profit groups. In this case, you would send a letter of inquiry, asking for additional information. As with most business letters, keep your request brief, introducing yourself in the opening paragraph and then clearly stating your purpose and/or request in the second paragraph. If you need very specific information, consider placing your requests in list form for clarity. Conclude in a friendly way that shows appreciation for the help you will receive.

Job application letters. Whether responding to job announcements online or on paper, you are likely to write a job application letter introducing yourself and your skills to a potential employer. This letter often sets a first impression of you, so demonstrate professionalism in your format, language use, and proofreading of your work. Depending on the type of job you are seeking, application letters will vary in length and content. In business, letters are typically no more than one page and simply highlight skills and qualifications that appear in an accompanying resume. In education, letters are typically more fully developed and contain a more detailed discussion of the applicant’s experience and how that experience can benefit the institution. These letters provide information that is not necessarily evident in an enclosed resume or curriculum vitae.

Follow-up letters. Any time you have made a request of someone, write a follow-up letter expressing your appreciation for the time your letter-recipient has taken to respond to your needs or consider your job application. If you have had a job interview, the follow-up letter thanking the interviewer for his/her time is especially important for demonstrating your professionalism and attention to detail.

Letters within the professional context may take on many other purposes, but these four types of letters are some of the most common that you will encounter. For additional examples of professional letters, take a look at the sample letters provided by David McMurrey in his online textbook on technical writing: https://www.prismnet.com/~hcexres/textbook/models.html

Chapter Attribution Information

This chapter was derived from the following sources.

1. Houston Chronicle. (2009, September 23). Deadly distraction: Texting while driving, twice as risky as drunk driving, should be banned. Houston Chronicle (3 STAR R.O. ed.), p. B8. Retrieved from http://www.chron.com/opinion/editorials/article/Deadly-distraction-Texting-while-driving-should-1592397.php↵
2. Guffey, M. (2008). Essentials of business communication (7th ed.). Mason, OH: Thomson/Wadsworth. ↵
3. Lewis, L. (2009, February 13). Panasonic orders staff to buy £1,000 in products. Retrieved from http://business.timesonline.co.uk/tol/business/markets/japan/article5723942.ece↵

Project

Develop project management and professional communication skills with this unique and experiential learning opportunity with a recognized Canadian University.

Every new project comes with its own set of challenges, but the skills you need to manage each of them are the same; project managers are responsible for organizing and motivating the right team, delegating tasks, time and budget management, and strategic planning skills. Explore career opportunities such as Project Manager, Project Analyst, Program Manager, Portfolio Manager, Contractor, and Independent Consultant.

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Start Date: January & September
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Term 1: January - April or September - December
Term 2: May - August or January - April
Term 3: September - December or May - August
Delivery: Classroom/Face-to-Face

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Admission Requirements

Click here to review all general admission requirements

Steps to Apply

1. Register for a MacEwan account to get started. You will be asked to provide personal information including your name, date of birth, and home address.

2. After you have registered and signed in, you will be asked to identify what program and term you are applying for.

3. Applicants must submit four documents (if applicable, provide the colour copy of the document):

    - Proof of academic credential. This includes a post secondary degree or equivalent in their original form, translated into English.
    - Your professional resume with at least one year work experience in industry.
    - Proof of English Language Proficiency. Successful applicants require a minimum English language proficiency of Academic IELTS 6.0 on each band or TOEFL/CBT 80.
    - Citizenship and immigration documents, which may include one of the following four options:
        - Landed Immigrant papers
        - Permanent Residency Card
        - Convention Refugee Documentation
        - Photocopy of Passport picture page

4. Identify your country of citizenship, your primary language, and an emergency contact.

5. Pay a non-refundable $110.00 application fee using credit card or Interac online to complete your application.

For current international students please sign in with your current MacEwan account to apply for another program

APPLY NOW

Fees

Tuition fees are $17,000.00 (CAD). Fees are in Canadian dollars and are subject to change. Textbook costs/material fees are included. Program fee does not include accommodation or travel.

A non-refundable $110.00 (CAD) Application Fee required to assess your credentials and evaluate the application.

An additional $142.00 is not included in the $17,000.00 fee. These are non-academic fees* which include:

- Picture ID Fee - $10 (one-time fee in 1st term only)
- SCE Tech Fee – $14.00 (charged all 3 terms)
- Medical Clinic Fee - $10.00 (charged all 3 terms)
- Special Student Membership Fee - $20.00 (charged all 3 terms)

*Non-academic fees are subject to change
Payment deadlines can be found on our FAQs page

Achievement

Project Management Professional Development Certificate and a Professional Communication Certificate of Attendance

Completion Requirements

Project Management Courses

Basics of Project Management
Project Management and the Organization
Project Scope and Quality Management
Project Schedule & Cost Management
Project Stakeholder, Resources and Communications Management
Project Risk Management
Project Procurement Management
Project Integration Management
Capstone Project Level I & II

Professional Communication

Technical Development I, II (Microsoft Word, Excel and PowerPoint)
Business Writing - I and II
Intercultural Communication Skills
Canadian Workplace Culture
Business Presentations: Competent Communicator
MS Project
MS Visio
Reports, Proposals, Plans and More
The Job Hunt
Business Operation I & II

Fundamentals of Management and Supervision
Competent Communicator I & II
Google Suite Fundamentals
Building an Engaged Workforce
Effective Professional Writing
MS Excel - Advanced
Foundations of Leadership I & II
Coaching for Performance
Change Management Fundamentals
Emotional Intelligence
Business Persuasion and Research

Students will be placed in a select combination of Professional Communications Courses

Dissertation and Thesis Writing

A **communication thesis** – is a very big piece of work, which in most cases – is one of the most important theses or dissertations in the course. A communication thesis usually consists of different parts of research, conclusion, thesis statement etc. It isn't always easy to form a good communication thesis or communication dissertation.

A good communication thesis depends not only on your knowledge on the subject, but on your writing skills as well. Not all students, who write communication thesis or communication dissertation, understand that.

When a student is given an assignment to write a communication thesis – he usually thinks of this as a very simple assignment, which can be done in a half an hour. So usually everyone leaves this assignment to the very end. That is the classical mistake of every student, as when it comes to writing the communication thesis or **communication dissertation** – they are troubled with a dilemma "How can I write my communication thesis?"

Here is when we come. MastersThesisWriting.com is a professional thesis writing company ready to assist you with your communication thesis. If you are having difficulties with your communication thesis – you may ask us for help. This doesn't mean we will totally redo or rewrite your communication thesis. No, this means we cal also simply help you with your communication thesis, show you how it is supposed to be done, and maybe, write for you he parts you are having problems with.

Should you doubt about our writing skills? – No! We have truly professional writers, all native English skills, experienced in writing communication theses and communication dissertations.

All our papers are profound and carefully analyzed on plagiarism. We never plagiarize in our papers. We provide only high quality communication theses. We are familiar with all citation and referencing styles, such as APA, MLA, Harvard, Chicago/Turabian and others.

So if you are still hesitating whether or not to order communication thesis at MastersThesisWriting.com – just check out our prices. They were specifically designed lower than our competitors, and reasonable for us to provide high quality communication thesis. You won't have to worry about anything, if you order a communication thesis from us. We simply take over the whole communication thesis or communication dissertation writing process.

The only thing you have to do – is when ordering a communication thesis – include as much details as possible. If a writers doesn't know the details he needs – no matter how brilliant he is – he won't be able to produce a great paper, as he will have to guess. Please try to include as much additional material as possible as well.

Your professor will never know that **MastersThesisWriting.com** has helped you with your communication thesis. We write papers the same way students do, and make sure, that it will seem as you have written it. We never claim any rights on your paper, as you have paid a fair price to get your custom communication thesis written. We never resell your papers, or use it without your permission in any ways.

Features

(i) Communication is a two-way traffic.

(ii) It is a continuous and unending process.

(iii) It is a short-lived process and lasts till the other person understands the message.

(iv) The main purpose of communication is to make the message understandable to others.

(v) It aims at achieving the organizational objectives.

(vi) It dispels the misunderstanding between

Purposes of communication

The main purpose of communication are :

(i) Conveying the right message to persons concerned.

(ii) Coordinating the efforts of all those who are engaged in the business.

(iii) Development of managerial skill and understanding.

(iv) Maintaining good industrial relations.

(v) Assessing the effectiveness of policies, practices, behaviour and procedures etc.

Principles of effective communication

Following principles should be followed in order to make the communication effective :

1. Principle of clarity, i.e., every point in the communication should be clear having no ambiguity and conveying the same sense and spirit.

2. Principle of attention, i.e., Communication must draw attention of the communicate.

3. Principle of consistency : This principle implies that communication should always be consistent with the plans, objectives, policies and programmes of the organization and not conflicting. Inconsistent messages always create chaos and confusion in the minds of people which is highly detrimental to the interest of the enterprise.

4. Principle of Adequacy : This implies that the information should be adequate and complete in all respect. Incomplete and inadequate information delays actions and destroys understanding and relations. Efficiency of communicator and communicate is also affected.

5. Principle of Integration : Communication is a means to an end and not an end in itself. It should promote co-operation among people at work to achieve the organizational objectives.

6. Principle of Timeliness : Information of ideas should be communicated at the proper time. Any delay in communicating the messages will serve no purpose except to make them (messages) mere historical documents as they lose their importance and effectiveness by the lapse of time.

7. Principle of Informality : Formal communication, however is important in a formal organization but informal communication does not lose its place in the organization. Managers or executives should become much informal in their behaviour with his subordinates. But in certain situations where they are the sole and best judge, informality may be avoided.

8. Principle of Feedback : This is the most important principle of an effective communication system. The communicator must have feedback confirmation from the recipient whether the messages communicated, have been understood in the same sense in which the sender takes it and also whether the recipient is agreed or disagreed the proposal. It helps understand the people.

9. Principal of Communication Networks : Communication networks refer to the routes through which communication flow to the destination person for whom it is meant. A number of such networks may exist in the organization at a given point of time but management should consider the effectiveness of the communication network in the given situation and its effect of the behaviour of the communicate before it finally chooses a network.

10. Principle of Purposefulness : Communication should have a purpose. One's image must improve by his communication. The purpose for which communication was used must be achieved.

11. Principle of Empathetic Listening : This is used to draw out the other person. The goal is to understand the speaker's (sender's) feelings, needs and wants in order to help him solve a problem.

12. Proper Language : Simple and proper language have to be used in communication.

13. Two Way Communication : Effective communication necessitates a minimum of two participants who should interact with each other. In other words, there should be transmission, reception and exchange of ideas from both sides.

14. Credibility in Communication: The matter in the communication should be a believable and faithful matter.

15. Orientation of Employees: Communication should be an instrument to explain the situation to the employees.

16. Feedback: Communication should help to improve quality and to make self-correction of errors.

17. Gesture and Tone: Communication should have courtesy and diplomacy.

The above principles, if followed, will make the communication effective. The industrial problems may be minimized by establishing an effective system of communication because a sense of cooperativeness will make industrial relations better.

The 7 C's : Credibility, context, content, clarity, channels, consistency and capability of the audience.

Management Communication

Communication with management group (from board of director to supervisor) is called management communication or intramanagement communication.

Importance of Management Communication

It has the following point to emphasize.

(i) **It is prerequisite to employee communication** because they cannot communicate unless they understand.

(ii) **Necessary for sound decision :** A well informed manager can take sound decisions.

(iii) **Greater scope of managerial influence :** Ill informed managers will affect a broad area of performance.

(iv) **Links in communication chain are within management :** Links from beard of directors to supervisors in chain of command are within management group.

(v) Communication for self.

Improving Management Communication

Following measures may be adopted to improve management communication for self.

1. Committees, conferences, boards, etc.

2. Written communication like bulleting, newsletter, etc.

3. Conferences outside the place of job.

Methods & Writing

1. Methods Of Written Communications By- Siddhi Gawde & Komal Kadam

2. Electronic communications are now an integral part of business.

3. Advantages of Written communications • Creates a permanent record • Allows you to store information for future reference • Easily distributed • All recipients receive the same information • Written communication helps in laying down apparent principles, policies and rules for running of an organization. • It is a permanent means of communication. Thus, it is useful where record maintenance is required.

4. • Written communication is more precise and explicit. • Effective written communication develops and enhances an organization’s image. • It provides ready records and references. • It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge. • Necessary for legal and binding documentation

5. In the business community, most communication is done through e-mail , fax and memos. We will look at the differences in each and determine when it is appropriate to use each.

6. The word “memo” is short for memorandum A memo is: a short written communication that is often used in the workplace to provide information or ask for some form of action to take place.

7. The purpose of a memo is to get a desired result, so the most important element of a memo is clarity.?A memo generally goes to many people in a workplace; like any office document it should not read like a personal correspondence. ?As with all technical documents, you must first consider your audience. ?

8. SUBJECT: (what the memo is about) 2. Opening - state purpose of memo, give the facts. 3. Summary - Explain the situation in more detail if needed. 4. Discussion - Any other info you need to present? Now’s your chance. 5. Closing - Make a courteous closing statement. Do NOT use “sincerely” or other letter-like ending. 6. Necessary attachments - include any as needed♣ FROM: (your name and job title) ♣ TO: (readers names and job titles) ♣ DATE: (complete and current date) ♣Parts of a Memo 1. Heading –

9. Stick to the correct format?Use bulleted lists when needed if it helps make the information you’re presenting clearer ?Use a business-like tone ? Keep memos short (under one page) ?Start by stating exactly what it is you want ?Be specific and precise ?Drafting a Memo

10. Organization of the Memo •Statement of Purpose •Message •Statement of Future Action

11. Memo Style • Use enumerations to list important items • Use solid capitals and centering to emphasize an important detail • Use columns with headings to make reading and understanding easier • Use underlining and side headings to show natural breaks • Use bullets to emphasize several points • Use boldface and italics when appropriate • Use color coding to attract attention

12. • Never write memos or any other communications which are unnecessary. • Never write complicated, hard-to- understand memos. Keep them simple and to the point. • Never write rude, blunt, or thoughtless memos. • Never send memos that have typos, misspelled words, or grammatical errors. – They are a poor reflection on you!

13. • Never waste space with unnecessary introductory material. • Never leave out necessary details causing people to have to follow up with questions. • Never use a closing line or a signature in a memo.

14. A fax message is much the same as letter send by postλ Fax message are exchanged between branches of company and are also used external communication with customer, supplier and other associate. λFAX INTRODUCTION OF FAX

15. F A X F O R M A T

16. Messages can be send by e-mail to an individual or to a number of persons at once.♣ It is effective, inexpensive and very fast. ♣ Most offices today use computer, and email is a commonly used method of communicating with those within the organization as well as those outside all over the world. ♣Introduction

17. • E-mail messages must follow the basic rules of good writing. • Rules for e-mail good writing have evolved by custom; "netiquette" is the name given to e-mail etiquette.

18. Avoid excessive punctuation Some people put a dozen exclamation marks at the end of sentence to add emphasis. Exclamation marks are not a method of emphasizing.⎫ Specific subject line This give the reader a good idea of the contents and make it easy to deal with the message. ⎫ Be concise and to the point You may think that what you say is easy to understand, but some time words can be misconstrued. This will be eliminate the need for phone calls to follow up on e-mail that need further classification. ⎫

19. Use of smilies or emotions While they are useful for expressing emotions in a personal message, they are not appropriate in official messages, especially to people outside the organization.⎫ Keep to plain text – Formatting is very important in printed documents, but not for online message. Using fancy fonts. Colors' or whatever is asking for trouble. ⎫

20. Use of salutation Is a troublesome decision in e-mail. It is not as formal as a letter; it is even less formal than fax message. The specific question is, how do you start your message: for example, "Dear Sir", "Dear Mr. Swaminathan"⎫ Do not "flame" people Antagonistic words or critical comments known as "flames" in cyberspeak - can hurt people and cause awkward situations. ⎫ Never type in all caps It is considered the equivalent of shouting and It can look theatening.Standard writing guideline as a professionals courtesy. ⎫

21. Quoting from the original message Is sometime necessary while replying. Sending a bare message saying just, "Yes," is too blunt and confused the reader,? Add signature It is always better to add signature to the e-mail message. This means you are name as it would be written in a letter. (The sender's identity is not always clear to the recipient since many companies use abbreviated names or numbers for employee e-mail address. ?

22. E-mail is used for both internal and external communication. Influenced by the e-mail service format.it is not substitute for full letter but used for clarification, quotation,

quick exchange of short information? Fax message may be full letter or like memo. Fax is a medium of transmission and may be used to transmit a formal letter as a advanced copy or to send a short and written message like a memo. ? The memo is a internal written communication. It is used for variety of purposes. It may be of 3 to 4 lines or about 2 pages. Its heading has four fields. Memo should always be well organized and easy to read. ?LET US SUM UP

Unit - IV

Presentation Strategies

Defining Purpose

In beginning to think about a strategy for your presentation, you must move from thinking only about your "self" to how you will engage with the world outside of you, which, of course, includes your audience and environment.

This chapter focuses on helping you prepare a presentation strategy by first revisiting the acronym FAST, which will help you select an appropriate Format, prepare an Audience analysis, ensure your Style reflects your authentic personality and strengths, and that the Tone is appropriate for the occasion.

Then, after you've selected the appropriate channel, you will begin drafting your presentation first by considering the general and specific purposes of your presentation and using an outline to map your ideas and strategy.

You'll also learn to consider whether to incorporate backchannels or other technology into your presentation, and, finally, you will begin to think about how to develop presentation aids that will support your topic and approach.

At the end of this chapter you should be armed with a solid strategy for approaching your presentation in a way that is authentically you, balanced with knowing what's in it for your audience while making the most of the environment.

Preparing a Presentation Strategy

Incorporating FAST

In the Writing module, you learned the acronym FAST, which you can use to develop your message according to the elements of Format, Audience, Style, and Tone. When you are working on a presentation, much like in your writing, you will rely on FAST to help you make choices.

First, you'll need to think about the Format of your presentation. This is a choice between presentation types. In your professional life you'll encounter the verbal communication channels in the following table. The purpose column labels each channel with a purpose (I=Inform, P=Persuade, or E=Entertain) depending on that channel's most likely purpose.

Channel	**Direction**	**Level of Formality**	**Interaction**	**Purpose**
Speech	One to many	Formal	Low. One-sided	I,P,E
Presentation	One/Few-to-many	Formal	Variable. Often includes Q&A	I,P,E
Panel	Few-to-,many	Formal	High. Q&A based	I,P
Meeting	Group	Informal	High.	I,P
Teleconference	Group	Informal	High	I,P
Workshop	One-to-many	Informal	High. Collaborative	I (Educate)
Webinar	One-to-many	Formal	Low.	I
Podcast	One-to-many	Formal	Low. Recorded	I,P,E

Table 3.2.1 Presentation Communication Channels

There are some other considerations to make when you are selecting a format. For example, the number of speakers may influence the format you choose. Panels and Presentations may have more than one speaker. In meetings and teleconferences, multiple people will converse. In a Workshop setting, one person will usually lead the event, but there is often a high-level of collaboration between participants.

The location of participants will also influence your decision. For example, if participants cannot all be in the same room, you might choose a teleconference or webinar. If asynchronous delivery is important, you might record a podcast. When choosing a technology-reliant channel, such as a teleconference or webinar, be sure to test your equipment and make sure each participant has access to any materials they need before you begin.

Once you have chosen a Format, make sure your message is right for your Audience, just as you did in the Foundations module, when you conducted your Audience Analysis. You'll need to think about issues such as the following:

What expectations will the audience have?

What is the context of your communication?

What does the audience already know about the topic?

How is the audience likely to react to you and your message?

The AUDIENCE tool you used in the Foundations module will be helpful tool here.

Next, you'll consider the style of your presentation. Some of the things you discovered about yourself as a speaker in the self-awareness exercises earlier will influence your presentation style. Perhaps you prefer to present formally, limiting your interaction with the audience, or perhaps you prefer a more conversational, informal style, where discussion is a key element. You may prefer to cover serious subjects, or perhaps you enjoy delivering humorous speeches. Style is all about your personality!

Finally, you'll select a tone for your presentation. Your voice, body language, level of self-confidence, dress, and use of space all contribute to the mood that your message takes on. Consider how you want your audience to feel when they leave your presentation, and approach it with that mood in mind.

Presentation Purpose

Your presentation will have a general and specific purpose. Your general purpose may be to inform, persuade, or entertain—the same goals you had in previous modules. It's likely that any speech you develop will have a combination these goals. Most presentations have a little bit of entertainment value, even if they are primarily attempting to inform or persuade. For example, the speaker might begin with a joke or dramatic opening, even though their speech is primarily informational.

Your specific purpose addresses what you are going to inform, persuade, or entertain your audience with—the main topic of your speech. Each example below includes two pieces of information: first, the general purpose; second, the specific purpose.

Examples

To inform the audience about my favourite car, the Ford Mustang

To persuade the audience that global warming is a threat to the environment

Timing

Aim to speak for 90 percent of your allotted time so that you have time to answer audience questions at the end (assuming you have allowed for this). If audience questions are not expected, aim for 95 percent. Do not go overtime—audience members may need to be somewhere else immediately following your presentation, and you will feel uncomfortable if they begin to pack up and leave while you are still speaking. Conversely, you don't want to finish too early, as they may feel as if they didn't get their "money's worth."

To assess the timing of your speech as you prepare, you can

set a timer while you do a few practice runs, and take an average

run your speech text through an online speech timer

estimate based on the number of words (the average person speaks at about 120 words per minute)

You can improve your chances of hitting your time target when you deliver your speech, by marking your notes with an estimated time at certain points. For example, if your speech starts at 2 p.m., you might mark 2:05 at the start of your notes for the body section, so that you can quickly glance at the clock and make sure you are on target. If you get there more quickly, consciously try to pause more often or speak more slowly, or speed up a little if you are pressed for time. If you have to adjust your timing as you are delivering the speech, do so gradually. It will be jarring to the audience if you start out speaking at a moderate pace, then suddenly realize you are going to run out of time and switch to rapid-fire delivery!

Incorporating Backchannels

Have you ever been to a conference where speakers asked for audience questions via social media? Perhaps one of your teachers at school has used Twitter for student comments and questions, or has asked you to vote on an issue through an online poll. Technology has given speakers new ways to engage with an audience in real time, and these can be particularly useful when it isn't practical for the audience to share their thoughts verbally—for example, when the audience is very large, or when they are not all in the same location.

These secondary or additional means of interacting with your audience are called backchannels, and you might decide to incorporate one into your presentation, depending on your aims. They can be helpful for engaging more introverted members of the audience who may not be comfortable speaking out verbally in a large group. Using publicly accessible social networks, such as a Facebook Page or Twitter feed, can also help to spread your message to a wider audience, as audience members share posts related to your speech with their networks. Because of this, backchannels are often incorporated into conferences; they are helpful in marketing the conference and its speakers both during and after the event.

There are some caveats involved in using these backchannels, though. If, for example, you ask your audience to submit their questions via Twitter, you'll need to choose a hashtag for them to append to the messages so that you can easily find them. You'll also need to have an assistant who will sort and choose the audience questions for you to answer. It is much too distracting for the speaker to do this on their own during the presentation. You could, however, respond to audience questions and comments after the presentation via social media, gaining the benefits of both written and verbal channels to spread your message.

Developing the Content

Creating an Outline

As with any type of messaging, it helps if you create an outline of your speech or presentation before you create it fully. This ensures that each element is in the right place and gives you a place to start to avoid the dreaded blank page. Here is an outline template that you can adapt for your purpose. Replace the placeholders in the Content column with your ideas or points, then make some notes in the Verbal and Visual Delivery column about how you will support or emphasize these points using the techniques we've discussed.

Section	Content	Verbal and Visual Delivery
	Attention-grabber	
Introduction	Main idea	
	Common ground	
	I. Main idea: Point 1	
	Subpoint 1	
	A.1 specific information 1	
	A.2 specific information 2	
	II. Main idea: Point 2	
Body	Subpoint 1	
	B.1 specific information 1	
	B.2 specific information 2	
	III. Main idea: Point 3	
	Subpoint 1	
	C.1 specific information 1	

	C.2 specific information 2
Conclusion	Summary of main points 1-3 Residual message/call-to-action

Table 3.2.2 Presentation Outline

Introduction

The beginning of your speech needs an attention-grabber to get your audience interested right away. Choose your attention-grabbing device based on what works best for you topic. Your entire introduction should only be around 10 to 15 percent of your total speech, so be sure to keep this section short. Here are some devices that you could try:

Subject Statement – to the point, but not the most interesting choice.

Example

We are surrounded by statistical information in today's world, so understanding statistics is becoming paramount to citizenship in the twenty-first century.

Audience Reference – highlights something common to the audience that will make them interested in the topic.

Example

As human resource professionals, you and I know the importance of talent management. In today's competitive world, we need to invest in getting and keeping the best talent for our organizations to succeed.

Quotation – wise words of another person. You can find quotations online that cover just about any topic.

Example

Oliver Goldsmith, a sixteenth-century writer, poet, and physician, once noted that "the true use of speech is not so much to express our wants as to conceal them."

Current Event – refer to a current event in the news that demonstrates the relevance of your topic to the audience.

Example

On January 10, 2007, Scott Anthony Gomez Jr. and a fellow inmate escaped from a Pueblo, Colorado, jail. During their escape the duo attempted to rappel from the roof of the jail using a makeshift ladder of bed sheets. During Gomez's attempt to scale the building, he slipped, fell 40 feet, and injured his back. After being quickly apprehended, Gomez filed a lawsuit against the jail for making it too easy for him to escape.

Historical Event – Compare or contrast your topic with an occasion in history.

Example

During the 1960s and '70s, the United States intervened in the civil strife between North and South Vietnam. The result was a long-running war of attrition in which many American lives were lost and the country of Vietnam suffered tremendous damage and destruction. We saw a similar war waged in Iraq. American lives were lost, and stability has not yet returned to the region.

Anecdote, Parable, or Fable – An anecdote is a brief account or story of an interesting or humorous event, while a parable or fable is a symbolic tale designed to teach a life lesson.

Examples

In July 2009, a high school girl named Alexa Longueira was walking along a main boulevard near her home on Staten Island, New York, typing in a message on her cell phone. Not paying attention to the world around her, she took a step and fell right into an open manhole (Witney, 2009).

The ancient Greek writer Aesop told a fable about a boy who put his hand into a pitcher of filberts. The boy grabbed as many of the delicious nuts as he possibly could. But when he tried to pull them out, his hand wouldn't fit through the neck of the pitcher because he was grasping so many filberts. Instead of dropping some of them so that his hand would fit, he burst into tears and cried about his predicament. The moral of the story? "Don't try to do too much at once" (Aesop, 1881).

Surprising Statement – A strange fact or statistic related to your topic that startles your audience.

Examples

A Boeing 747 airliner holds 57,285 gallons of fuel.

The average person has over 1,460 dreams a year.

There are no clocks in any casinos in Las Vegas.

In 2000, Pope John Paul II became the most famous honorary member of the Harlem Globetrotters.

Question – You could ask either a question that asks for a response from your audience, or a rhetorical question, which does not need a response but is designed to get them thinking about the topic.

Examples

Raise your hand if you have ever thought about backpacking in Europe.

If you prick us, do we not bleed? (Shakespeare, Merchant of Venice)

Humour – A joke or humorous quotation can work well, but to use humour you need to be sure that your audience will find the comment funny. You run the risk of insulting members of the audience, or leaving them puzzled if they don’t get the joke, so test it out on someone else first!

Examples

“The only thing that stops God from sending another flood is that the first one was useless.”—Nicolas Chamfort, sixteenth-century French author

Personal Reference – Refer to a story about yourself that is relevant to the topic.

Example

In the fall of 2008, I decided that it was time that I took my life into my own hands. After suffering for years with the disease of obesity, I decided to take a leap of faith and get a gastric bypass in an attempt to finally beat the disease.

Occasion Reference – This device is only relevant if your speech is occasion-specific, for example, a toast at a wedding, a ceremonial speech, or a graduation commencement.

Example

Today we are here to celebrate the wedding of two wonderful people.

fter the attention-getter comes the rest of your introduction. It needs to do the following:

Capture the audience’s interest

State the purpose of your speech

Establish credibility

Give the audience a reason to listen

Signpost the main ideas

Body

Rhetoric and Argument

Your audience will think to themselves, Why should I listen to this speech? What's in it for me? One of the best things you can do as a speaker is to answer these questions early in your body, if you haven't already done so in your introduction. This will serve to gain their support early and will fill in the blanks of who, what, when, where, why, and how in their minds.

You may remember the three rhetorical proofs, namely, ethos, pathos, and logos, from the Writing Module. The Greek philosopher Aristotle (384–322 B.C) considered these the three most important elements in a speaker's arsenal.

Ethos

Ethos refers to the speaker's character and expertise. When you use ethos correctly, you are showing the audience that you are credible and that they can believe what you say. To cover this element in your speech, tell the audience why they should listen to you. You can do this by demonstrating your authority on your topic. For example, you could begin a persuasive speech on the dangers of drinking and driving with a short story about how you helped implement a "designated driver" program. This way the audience will understand your relationship to the message and form a positive perception of you. If you are trying to persuade the audience to donate blood, your credibility on the subject may come from your studies in the medical field or from having volunteered at a blood drive.

Pathos

The term pathos refers to the use of emotion as a persuasive element. You have probably seen commercials on television for charities trying to raise funds for sick children or mistreated animals, complete with sad images and music; this is pathos at work. We don't always make decisions based on clear thinking. We are easily moved by words, by a video clip, or by a piece of music, so this can be an effective way of convincing the audience to take a particular action. But it can be overdone, and the audience will tire of it if you push too hard. If pathos is central to your strategy, be subtle about it so that you don't turn off your audience.

Logos

The term logos refers to logic. Aristotle believed that any argument should be based on logic, not pathos (emotion), but you might not agree! To win your audience over using logic, your speech must be carefully organized and present facts and evidence. Depending on the general purpose of your speech, particularly if its goal is to persuade, you may need to present an argument. To do this, logos is key. Think about what prosecutors do during a trial—particularly during closing arguments. This is the place for facts and reason. Prosecutors will argue that the scenario they have presented is the only logical interpretation of the evidence. To use logos effectively, incorporate expert testimony, statistics, and other reliable data.

Organization

An organized body helps your audience to follow your speech and recall your points later. When developing the body of your speech, recall the specific purpose you decided on, then choose main points to support it. Just two or three main points are usually sufficient, depending on the length of your speech. Anticipate one main point per two to three minutes of speaking.

To narrow down your main points, start by brainstorming. Don't worry about judging the value or importance of the points at this stage; just write down as many possible points as you can that support your topic. What information does your audience need to know to understand your topic? What information does your speech need to convey to accomplish its specific purpose? Here is an example of a list that you might begin with.

Item	Notes

Specific Purpose	To inform a group of school administrators about the various open-source software packages that could be utilized in their school districts
Brainstorming List of Points	Define open-source software. Define educational software. List and describe the software commonly used by school districts. Explain the advantages of using open-source software. Explain the disadvantages of using open-source software. Review the history of open-source software. Describe the value of open-source software. Describe some educational open-source software packages. Review the software needs of my specific audience. Describe some problems that have occurred with open-source software.

Table 3.2.3 Organizing the Points in a Presentation

Once you have a list of points, you'll need to narrow them down. Begin by looking for closely related minor points that can be grouped into one. This process is called chunking. Before reading our chunking of the preceding list, can you determine three large chunks out of the list above?

Item	Notes
Specific Purpose	To inform a group of school administrators about the various open-source software packages that could be utilized in their school districts
	School districts use software in their operations.
Main Point 1	Define educational software.
	List and describe the software commonly used by school districts.
	What is open-source software?
	Define open-source software.
	Review the history of open-source software.
Main Point 2	Explain the advantages of using open-source software.
	Explain the disadvantages of using open-source software.
	Describe some problems that have occurred with open-source software.
Main Point 3	**Name some specific open-source software packages that may be appropriate for the audience's use.**

	Review the software needs of my specific audience.
	Describe some educational open-source software packages.

Table 3.2.4 Organizing the Main Points in a Presentation

The preceding list is a little disjointed, and not all of the topics work together clearly. These are just general ideas at this point. There is often more than one way to organize a speech. Some of these points could be left out, and others developed more fully, depending on the purpose and audience. You will refine this information until you have the number of main points you need. Ensure that they are distinct, and balance the content of your speech so that you spend roughly the same amount of time addressing each. You'll also need to remember what you learned about parallel structure in the Writing Module, to make sure each of your main points is phrased in the same way. The last thing to do when working on your body is to make sure your points are in a logical order, so that your ideas flow naturally from one to the next.

Concluding on a High Note

You'll need to keep your energy up until the very end of your speech. In your conclusion, your job is to let the audience know you are finished, help them remember what you've told them, and leave them with a final thought or call-to-action, depending on the general purpose of your message.

Audience & Locale

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner. Identifying the audience through extensive research is often difficult, so audience adaptation often relies on the healthy use of imagination.

As with many valuable tools, audience analysis can be used to excess. Adapting a speech to an audience is not the same thing as simply telling an audience what they want to hear. Audience analysis does not mean 'grandstanding' or 'kowtowing' to a public. Rather, adaptation guides the stylistic and content choices a speaker makes for a presentation. Audience adaptation often involves walking a very fine line between over-adapting and under-adapting – a distinction that can be greater appreciated by understanding the general components of this skill. The Communications Department offers tips for analyzing an audience.

Audience Analysis Factors

Audience expectations

When people become audience members in a speech situation, they bring with them expectations about the occasion, topic, and speaker. Violating audience expectations can have a negative impact on the effectiveness of the speech. Imagine that a local politician is asked to speak at the memorial service for a beloved former mayor. The audience will expect the politician's speech to praise the life and career of the deceased.

If the politician used the opportunity to discuss a piece of legislation, the audience would probably be offended and the speaker would lose credibility. Of course, there may be some situations when violating the audience's expectations would be an effective strategy. Presenters that make political statements at the Academy Awards do so precisely because the message's incongruity with the occasion increases the impact of the proclamation.

Knowledge of topic

Audience knowledge of a topic can vary widely on any given occasion, therefore, communicators should find out what their audience already knows about the topic. Never overestimate the audience's knowledge of a topic. If a speaker launches into a technical discussion of genetic engineering but the listeners are not familiar with basic genetics, they will be unable to follow your speech and quickly lose interest. On the other hand, drastically underestimating the audience's knowledge may result in a speech that sounds condescending.

Try to do some research to find out what the audience already knows about the topic. Giving a brief review of important terms and concepts is almost always appropriate, and can sometimes be done by acknowledging the heterogeneous audience and the importance of 'putting everyone on the same page.' For example, even if the audience members were familiar with basic genetics, a brief review of key term and concepts at the beginning of a speech refreshes memories without being patronizing.

Attitude toward topic

Knowing audience members' attitudes about a topic will help a speaker determine the best way to reach their goals. Imagine that a presenter is trying to convince the community to build a park. A speaker would probably be inclined to spend the majority of the speech giving reasons why a park would benefit the community.

However, if they found out ahead of time that most neighbors thought the park was a good idea but they were worried about safety issues, then the speaker could devote their time to showing them that park users would be safer in the park than they currently are playing in the streets. The persuasive power of the speech is thus directed at the most important impediment to the building of a park.

Audience size

Many elements of speech-making change in accordance with audience size. In general, the larger the audience the more formal the presentation should be. Sitting down and using common language when speaking to a group of 10 people is often quite appropriate. However, that style of presentation would probably be inappropriate or ineffective if you were speaking to 1,000 people. Large audiences often require that you use a microphone and speak from an elevated platform.

Demographics

The demographic factors of an audience include age, gender, religion, ethnic background, class, sexual orientation, occupation, education, group membership, and countless other categories. Since these categories often organize individual's identities and experiences, a wise speaker attends to the them. Politicians usually pay a great deal of attention to demographic factors when they are on the campaign trail. If a politician speaks in Day County, Florida (the county with the largest elderly population) they will likely discuss the issues that are more relevant to people in that age range – Medicare and Social Security.

Communicators must be careful about stereotyping an audience based on demographic information – individuals are always more complicated than a simplistic identity category. Also, be careful not to pander exclusively to interests based on demographics. For example, the elderly certainly are concerned with political issues beyond social security and Medicare. Using demographic factors to guide speech-making does not mean changing the goal of the speech for every different audience; rather, consider what pieces of information (or types of evidence) will be most important for members of different demographic groups.

Setting

The setting of a presentation can influence the ability to give a speech and the audience's ability and desire to listen. Some of these factors are: the set-up of the room (both size and how the audience is arranged), time of day, temperature, external noises (lawn mowers, traffic), internal noises (babies crying, hacking coughs), and type of space (church, schoolroom, outside). Finding out ahead of time the different factors going into the setting will allow a speaker to adapt their speech appropriately. Will there be a stage? Will there be a podium or lectern? What technology aids will be available? How are the seats arranged? What is the order of speakers?

While these issues may appear minor compared to the content of the speech and the make-up of the audience, this foreknowledge will soothe nerves, assist in developing eye contact, and ensure that the appropriate technology, if necessary, is available. Take into account the way that the setting will affect audience attention and participation. People are usually tired after a meal and late in the day. If scheduled to speak at 1:00 PM, a speaker may have to make the speech more entertaining through animation or humor, exhibit more enthusiasm, or otherwise involve the audience in order to keep their attention.

Voluntariness

Audiences are either voluntary, in which case they are genuinely interested in what a presenter has to say, or involuntary, in which case they are not inherently interested in the presentation. Knowing the difference will assist in establishing how hard a speaker needs to work to spark the interest of the audience. Involuntary audiences are notoriously hard to generate and maintain interest in a topic (think about most people's attitudes toward classes or mandatory meetings they would prefer to not attend.)

Egocentrism

Most audience members are egocentric: they are generally most interested in things that directly affect them or their community. An effective speaker must be able to show their audience why the topic they are speaking on should be important to them.

Organizing Contents

Public speaking is challenging for most people. There are a few out there who are totally comfortable getting up in front of a group of people to give a speech or presentation, but they're the exception to the rule. Unfortunately, there are going to be times where you're required to stand up and give an important presentation – maybe one that will help you to advance in your career or aid your company in making a big breakthrough.

While it's difficult to wipe out nerves completely, there are plenty of tactics to reduce them and make speaking in front of a crowd easier. The most important of these tactics happens way before the presentation ever does: preparation. An organized, well-prepared presentation makes standing up and talking about any subject easier. Affirm your authority when you stand up to speak by organizing your thoughts and knowledge in a way that is cohesive and easy to present.

Organizing Your Presentation

1. **Introduce your subject** – The tone of your presentation will depend on to whom you're presenting and where you are, but if you can open with an alarming or interesting fact, statistic, or question to grab the audience's attention, you'll start building your credibility from the beginning. Mention the points that you'll touch on throughout the presentation so that your audience will know what to expect. This will help you stick to

your points, and give them a feel for where you're going and how you plan to get there.

2. **Cover your points thoroughly** – You won't always cover points in exactly the same way. It all depends on what your presentation is about. There are a few different, logical ways to approach your main points, including chronologically, comparatively, spatially, or presenting a problem and its solution. Take the time to assess your topic and decide which way makes the most sense for ease of understanding, as well as ease of delivery. Try to give your talking points fair and equal time based on importance.

3. **Wrap it up** – In your conclusion, you want to quickly remind everyone of the most important points that you've made and give them something by which they'll remember your presentation. Another strong fact, statistic, or an important conclusion that you've drawn from the information presented is a good way to tie everything up. Keep your conclusion short, sweet; and succinct.

4. **The glue** – Bet you weren't expecting anything after the conclusion! Transitions are an important part of your presentation. They're what holds everything together and makes the presentation feel seamless. Try to find links between your points to help segue from one to the other naturally. For example, you might say, "Now that we've discussed how to organize a presentation, let's move on to why it's so important to have an organizational strategy." A link like this lets your audience know that you're moving on, but still feels natural.

A strategy I have developed for my clients is to remember TIES. Check out our newest video to learn how you can be organized and concise whether it is for a quick update or a longer presentation.

No one ever said public speaking would be easy, but making it more comfortable for yourself can reduce your fear and boost your confidence. Looking for more public speaking tips? Check out our video library, give us a call at 410-356-5666, or contact us to learn more.

Preparing Outline

You're now ready to prepare an outline for your presentation. To be successful in your presentation, you'll need two outlines: a preparation outline, and a speaking outline.

Preparation outlines are comprehensive outlines that include all of the information in your presentation. Our presentation outline will consist of the content of what the audience will see and hear. Eventually, you will move away from this outline as you develop your materials and practice your presentation.

Your speaking outline will contain notes to guide you, and is usually not shared with your audience. It will summarize the full preparation outline down to more usable notes. You should create a set of abbreviated notes for the actual delivery.

Your organizational model will help determine how you will structure your preparation outline. However, most, if not all, of the organization models will align with this structure:

1. Attention Statement: an engaging or interesting statement that will cause your audience to sit up and take notice.
2. Introduction: setting out your general idea statement (LINK) and giving the audience an idea of what to expect.
3. Body: This section contains your research, main points and other relevant information. It will follow your organizational pattern.
4. Conclusion: reiterating your idea statement, and/or includes a call-to-action — what you want the audience to do or think about following your presentation.
5. Residual Message: this is an optional section, but a powerful one. It is the final message you want the audience to remember.

You can use your presentation outline as a starting point to developing your speaking outline. It's a good idea to make speaking notes to align with your main points and visuals in each section.

UNC Libraries Presentation Planning Worksheet

Using Examples and Scenarios

Presenters will often use examples and scenarios to help illustrate the their message. The main difference between examples and scenarios is that while both help "show" the audience what you mean, an example is the "thing" itself, while a scenario would include more detail about the sequence or development of events. Scenarios also tend to be longer and more nuanced.

An 'example' of a sales target might be: to sell 500 units in 30 days. A 'scenario' might be described as: Company A is selling vacuums to the Atlantic Canada region. They are trying to increase their sales, and so have set a target of 500 units in the region in 30 days, using a sales incentive program for employees and promoting a sale at local stores.

A Word About Storytelling

Storytelling can be an effective way to convey your message to your audience. Stories are a fundamental part of the human experience, and, if well-told, can resonate with listeners. Some of the most inspiring TEDTalks speakers use storytelling effectively in their presentations. You can find out more about how to incorporate storytelling techniques into presentations from the TEDTAlk speakers directly.

Audio-visual Aids

While preparation and delivery are important, the visual aids that you use throughout your speech are equally as important. In fact, there are instances when good visual aids are vital to a speech's success. In this article, we will discuss how to use visual aids effectively, and when it is necessary to use them.

We process information in a number of ways, most notably visually and audibly. If your visual aids do not properly match your speech of if they are used in an ineffective manner, this could be a detriment to your speech. Anything that distracts an audience from your message will result in your inability to deliver your message.

Visual aids comprise a wide variety of items, handouts, slides, moving pictures, posters, models, objects, and many others. All of these visual aids are meant to reinforce your main message. Moreover, they become vital when it is necessary to present information that can only be described in a visual format. To use an obvious example, if you are giving a speech to a company's board of directors on the plans for a new building, it would be essential to have a picture or some sort of visual aid to accompany your speech. Yes, it would be possible to give an audible only speech about the new building's plans, but it would be extremely ineffective to do so. There are occasions when a visual aid is a necessary component of your message.

When you are giving a speech, you ideally want the audience to pay complete attention to your voice and message. A visual aid is an invitation for them to pay attention to something else, if even for a moment. Therefore, this visual aid must reinforce your message. The following guidelines will help you decide when visual aids are helpful.

Relevancy. Ensure that the visual aids you use are relevant to your speech. This sounds obvious, but many speakers make the mistake of providing "additional information" handouts during a speech. This is one of the worst mistakes a speaker can make. Such handouts would be great to give out after a speech, but certainly not during it.

Appropriateness. Likewise, your visual aids should be appropriate to the occasion. You would not typically, for example, use charts and graphs to give an entertaining speech. If the aids are not appropriate, they will distract an audience.

Attractiveness. If you are not skilled at using the popular software products typically used to create charts and graphs, and other visual aids, it is best to hire someone who is. An unattractive visual aid will "speak" poorly of you and it will lessen the impact of your message delivery.

Visibility. Not everyone in the audience will have 20/20 vision, and not everyone in the back of the room will be able to see small text regardless of their visual ability. Your visual aids must be appropriately sized and legible.

Variation. If you are going to use a great many visual aids (and this is only recommended if you feel that it is vital to your message), you should try to incorporate different types of visual aids. Do not use graphs exclusively, for example. This will bore the audience, and it will surely distract them.

Some Rules to Follow when Using Visual Aids

The following are some practices to use and some to avoid when using visual aids.

Good Practices

Do use color. Black and whites slides will look boring. Use color even if it is just for a heading for the slide.

Make sure the visual aid you are using is visible from at least 8 feet away. If it is legible from approximately that distance, it will be legible to an entire room when it is projected using visual equipment.

Consider using clip art. Virtually all computers have some free clip art available. Consider using some on your visual aids, especially if you pick a theme for the art and use a different image on each presentation.

Bad Practices

Do not keep an image displayed for more than 10 minutes. All visual aids distract some attention from the speaker but this is acceptable since your aids help communicate your message. However, after 10 minutes, the audience will be bored looking at a stale image.

Do not use cartoons or other "cute" additions to your presentation unless it is appropriate for your audience.

Do not experiment with different fonts throughout your presentation. Use a single font, but you may use it in different sizes to set off information that is more important. In addition, the use of bold lettering is effective.

Do not overuse colors, and make sure that the color is relevant to your message. You would not use a bright blue color, for example, for a slide that is delivering bad news to a company. Similarly, you should not use a wide variety of colors, as this will be distracting to an audience.

Some Logistical Concerns

If you are presenting a speech in a foreign city, the last thing you want to do is transport your own audiovisual equipment. You naturally want the host to provide this equipment for you, and this is considered standard practice. Do not feel it is inappropriate to ask them to do this. When you do ask them, however, the request should be in writing. You want to ensure that you have proof that you have requested this equipment, and be sure to follow up with the host after you have made the request.

You also want to ensure that the equipment available to you is the correct equipment that you need. If, at the very last minute, you determine that their equipment is not going to meet your needs, you do have options. Public libraries often have slide projectors and other audiovisual equipment that you can borrow, and many video rental stores rent such equipment. Finally, it is always a good idea to have paper copies on hand before you arrive at your speech just in case the equipment fails or if you find yourself in a situation where you do not have the proper equipment. The paper copies might or might not be as effective as your originally planned presentation, but you will at least have some visual aid to give to the audience.

Want to learn more? Take an online course in Motivational and Public Speaking.

Using Charts

Since charts are the most popular type of visual aids used in most speeches, here are some guidelines for their effective use:

Do not use all capital letters, ever. Even when you want to emphasize a particular statistic or fact, use color or boldness to accomplish this goal.

Is the chart properly labeled? Do not assume that the audience will know little details that you take for granted.

Avoid emphasizing certain material with anything other than text; do not use any flashing elements in your aid, boxes, arrows, or any other distracting element.

An effectively used chart or other type of visual aid will dramatically increase the effectiveness of your message delivery.

Controlling Your Voice

No course on public speaking would be complete without training on how to control your voice. In this section, we will discuss your voice's quality, articulation, rate, pitch, rhythm, clarity, and inflection. All of these elements are controllable by a public speaker and do determine the overall success of your speech.

Nearly all of us have heard a recording of our own voice at some point in our lives, and we are most often discouraged by what we hear. We think we sound differently, but, in fact, we are hearing our voices as others hear it. Just as practicing the delivery of a speech repeatedly will increase your ability to deliver an excellent speech; you can also practice voice techniques that will improve the overall quality of your voice. However, you should be cautioned that practicing in the wrong way could do more harm than good.

Voice Quality

The first thing an audience will notice about your voice is its quality. Does it sound nasal? Is it harsh or mellow? Does it resonate? The quality of one's voice depends on two criteria.

1. Is your voice easy to understand?

2. Is your voice flexible in pitch, force, and rate?

We will discuss pitch and rate in more detail later. Both of these characteristics comprise the overall quality of your voice, and they can both be altered with the proper training and practice.

Clarity and Articulation

How well you articulate words will determine the clarity of your speech. During the rehearsal portion of the speech process, it is a good idea to record your speech and play it back at least once so that you can hear how it will sound to an audience. Some things to notice regarding clarity and articulation are the following:

Contractions. Some people tend to slur contractions. Take note whether you are clearly pronouncing each element of the contraction. If, for example, you were slurring the contraction "wouldn't," use the two words instead, would not.

Reversed words. Some people mispronounce common words that sound alike by reversing the order of some letters. For example, prescription versus perscription. Only the first spelling, and thus, the first pronunciation, is correct.

Omitted letters. Good articulation means pronouncing all letters in a word clearly. Do not omit letters. For example, pronounce the "t" in "mists" rather than speaking a word than sounds more like "miss."

Rate of Speech

Your rate of speech is a vital component of the overall quality of your voice. People who are nervous tend to speak more quickly than they normally would, so it is especially important to monitor your rate. When you listen to your rehearsal tape, count the number of words you speak in one minute. You should be speaking at the rate of approximately 150 words per minute. This is not a universal speed. There are times when a speaker may alter this rate slightly, depending on the circumstances. However, a rate of 150 words per minute is a comfortable speed for most informational and motivational speaking.

Pitch and Inflection

If you were to use the same pitch and inflection throughout an entire speech, you audience would fall asleep within 10 minutes. Nothing makes a speech more boring than a speaker who uses a monotone pitch and inflection. Pitch describes the level of deepness of your voice, regardless of your gender. A person might have a very high pitch if they are speaking excitedly or a low pitch if they are reading a dramatic reading slowly. Inflection is the varying degree of emphasis that you place on words during speech. For example, if a parent is giving a firm instruction to his or her child, they might say, "You will eat your vegetables." Here, the word will (in italics) will have a different inflection than the rest of the sentence. It is imperative that your speech uses the proper inflection when you wish to emphasize your main point. Let the audience know something is important by using the proper inflection.

Pace and Rhythm

Just as it is important to alter the inflection of your voice when you wish to emphasize a thought, it is also important to pause appropriately between thoughts. You should never speak two sentences together back-to-back without a pause if the two sentences each convey an important point or thought. The pace and rhythm of your speech is determined by how fast you are moving from one thought to the next. You want to maintain a comfortable pace, which means always using pauses when appropriate.

Avoid Fillers

Fillers are unnecessary words that we utter in everyday speech, most times unwittingly. Some examples are "like" and "yeah" and expressions like "um" and "er." Expressions such as "um" and "er" are usually uttered when a speaker is nervous or unsure about that they are saying. Proper rehearsal and full preparedness for a speech can dramatically cut down on the number of times you use such expressions.

Volume

Naturally, the volume of your voice is important, and it differs from its pitch. While pitch is used to describe how deep or high your voice is, volume describes how loud your voice is. Volume can easily be controlled and it is one of the most important elements of your voice that you need to control during a speech. If you wish to emphasize something, always remember to use a higher inflection rather than a higher volume. A high volume speaker will be interpreted as screaming to an audience, and that should be avoided whenever possible.

Nuances of Delivery

Delivery is what you are probably most concerned about when it comes to giving presentations. This chapter is designed to help you give the best delivery possible and eliminate some of the nervousness you might be feeling. To do that, you should first dismiss the myth that public speaking is just reading and talking at the same time. Speaking in public has more formality than talking. During a speech, you should present yourself professionally. This doesn’t necessarily mean you must wear a suit or “dress up”, but it does mean making yourself presentable by being well groomed and wearing clean, appropriate clothes. It also means being prepared to use language correctly and appropriately for the audience and the topic, to make eye contact with your audience, and to look like you know your topic very well.

While speaking has more formality than talking, it has less formality than reading. Speaking allows for flexibility, meaningful pauses, eye contact, small changes in word order, and vocal emphasis. Reading is a more or less exact replication of words on paper without the use of any nonverbal interpretation. Speaking, as you will realize if you think about excellent speakers you have seen and heard, provides a more animated message.

Methods of Presentation Delivery

There are four methods of delivery that can help you balance between too much and too little formality when giving a presentation.

Impromptu Speaking

Impromptu speaking is the presentation of a short message without advance preparation. You have probably done impromptu speaking many times in informal, conversational settings. Self-introductions in group settings are examples of impromptu speaking: “Hi, my name is Steve, and I’m an account manager.” Another example of impromptu presenting occurs when you answer a question such as, “What did you think of the report?” Your response has not been preplanned, and you are constructing your arguments and points as you speak. Even worse, you might find yourself going into a meeting and your boss says, “I want you to talk about the last stage of the project. . . “ and you had no warning.

The advantage of this kind of speaking is that it’s spontaneous and responsive in an animated group context. The disadvantage is that the speaker is given little or no time to contemplate the central theme of his or her message. As a result, the message may be disorganized and difficult for listeners to follow.

Here is a step-by-step guide that may be useful if you are called upon to give an impromptu presentation in public:

1. Take a moment to collect your thoughts and plan the main point you want to make.
2. Thank the person for inviting you to speak. Avoid making comments about being unprepared, called upon at the last moment, on the spot, or feeling uneasy.
3. Deliver your message, making your main point as briefly as you can while still covering it adequately and at a pace your listeners can follow.
4. If you can use a structure, using numbers if possible: “Two main reasons . . .” or “Three parts of our plan. . .” or “Two side effects of this drug. . .” Timeline structures are also effective, such as “past, present, and future or East Coast, Midwest, and West Coast”.
5. Thank the person again for the opportunity to speak.
6. Stop talking (it is easy to “ramble on” when you don’t have something prepared). If in front of an audience, don’t keep talking as you move back to your seat.

Impromptu presentations: the presentation of a short message without advance preparation. Impromptu presentations are generally most successful when they are brief and focus on a single point.

For additional advice on impromptu speaking, watch the following 4 minute video from Toastmasters: Impromptu Speaking

Manuscript Presentations

Manuscript presentations are the word-for-word iteration of a written message. In a manuscript presentation, the speaker maintains their attention on the printed page except when using visual aids. The advantage of reading from a manuscript is the exact repetition of original words. In some circumstances this can be extremely important. For example, reading a statement about your organization's legal responsibilities to customers may require that the original words be exact.

A manuscript presentation may be appropriate at a more formal affair (like a report to shareholders), when your presentation must be said exactly as written in order to convey the proper emotion or decorum the situation deserves.

However, there are costs involved in manuscript presentations. First, it's typically an uninteresting way to present. Unless the presenter has rehearsed the reading as a complete performance animated with vocal expression and gestures, the presentation tends to be dull. Keeping one's eyes glued to the script prevents eye contact with the audience. For this kind of "straight" manuscript presentation to hold audience attention, the audience must be already interested in the message and presenter before the delivery begins.

It is worth noting that professional speakers, actors, news reporters, and politicians often read from an autocue device, commonly called a teleprompter, especially when appearing on television, where eye contact with the camera is crucial. With practice, a presenter can achieve a conversational tone and give the impression of speaking extemporaneously and maintaining eye contact while using an autocue device. However, success in this medium depends on two factors: (1) the presenter is already an accomplished public speaker who has learned to use a conversational tone while delivering a prepared script, and (2) the presentation is written in a style that sounds conversational and in spoken rather than written, edited English.

Extemporaneous Presentations

Extemporaneous presentations are carefully planned and rehearsed presentations, delivered in a conversational manner using brief notes. By using notes rather than a full manuscript, the extemporaneous presenter can establish and maintain eye contact with the audience and assess how well they are understanding the presentation as it progresses. Without all the words on the page to read, you have little choice but to look up and make eye contact with your audience.

Watch the following 10 minute video of a champion speaker presenting his extemporaneous speech: 2017 International Extemporaneous Speaking National Champion — Connor Rothschild Speech

Presenting extemporaneously has some advantages. It promotes the likelihood that you, the speaker, will be perceived as knowledgeable and credible since you know the speech well enough that you don’t need to read it. In addition, your audience is likely to pay better attention to the message because it is engaging both verbally and nonverbally. It also allows flexibility; you are working from the strong foundation of an outline, but if you need to delete, add, or rephrase something at the last minute or to adapt to your audience, you can do so.

The disadvantage of extemporaneous presentations is that it in some cases it does not allow for the verbal and the nonverbal preparation that are almost always required for a good speech.

Adequate preparation cannot be achieved the day before you’re scheduled to present, so be aware that if you want to present a credibly delivered speech, you will need to practice many times. Because extemporaneous presenting is the style used in the great majority of business presentation situations, most of the information in the subsequent sections of this chapter is targeted toward this kind of speaking.

Memorized Speaking

Memorized speaking is the recitation of a written message that the speaker has committed to memory. Actors, of course, recite from memory whenever they perform from a script in a stage play, television program, or movie scene. When it comes to speeches, memorization can be useful when the message needs to be exact and the speaker doesn’t want to be confined by notes.

The advantage to memorization is that it enables the speaker to maintain eye contact with the audience throughout the speech. Being free of notes means that you can move freely around the stage and use your hands to make gestures. If your speech uses visual aids, this freedom is even more of an advantage. However, there are some real and potential costs.

First, unless you also plan and memorize every vocal cue (the subtle but meaningful variations in speech delivery, which can include the use of pitch, tone, volume, and pace), gesture, and facial expression, your presentation will be flat and uninteresting, and even the most fascinating topic will suffer. Second, if you lose your place and start trying to ad lib, the contrast in your style of delivery will alert your audience that something is wrong. More frighteningly, if you go completely blank during the presentation, it will be extremely difficult to find your place and keep going. Obviously, memorizing a typical seven-minute presentation takes a great deal of time and effort, and if you aren’t used to memorizing, it is very difficult to pull off. Realistically, you probably will not have the time necessary to give a completely memorized speech. However, if you practice adequately, your approach will still feel like you are being extemporaneous.

Body Language

It is common knowledge that people perceive presentations via audial and visual channels.

Speaking about visual channels, presenters often mean slides. Significant, a slides' role is often overestimated. Some equal the terms "slide" and "presentation", though the latter is a broader one.

On the other hand, the role of body language is underestimated. In fact, it is of the same - sometimes even higher - importance, comparing to slides:

- Body language affects the way listeners perceive information.
- It helps to engage the audience.
- It tells how confident and persuasive a presenter is.
- It helps to highlight the idea.
- It can nullify all efforts put into presentation.

Posture

It's not a secret that posture bespeaks our confidence, emotional state, and intents. Proper pose will not only make a presenter look confident. His emotional state will also tend to correspond to steady posture, so this will cheer him up.

A posture should be:

1. Open. A speaker should not cross his hands or legs because the audience might perceive it as the unwillingness to communicate. Also, it's not professional to hide behind the podium, slides, or chairs.
2. Straight. Slouch makes a presenter look worse, as well as weakens his voice. Moreover, it's difficult to keep eye contact when you don't stand straight.
3. Relaxed. Constrained posture complicates a presenter's gestures and breathing.

Gestures

Gestures are among the most valuable means of expression.

- They add or amplify the tone of speech.
- They involve attention and feedback.

- The can change words meaning.

Many books exist on the subject because gestures have many subtle aspects.

- Some people have good gesture skills because it's their natural way of communication while others don't.
- Some gestures have distinct meanings in different cultures.
- It takes much time and practice to improve gesture skills.

1. Gestures must be open. Open gestures are those directed to an audience and find favor in their eyes.

2. Gestures must be broad. Semi-gestures are inexpressive and hard to notice. The general rule here is gestures should correlate with the size of a room and audience. Broad gestures are those from shoulders, highly expressive, and they do work with opinions, questions, and calls to action.

3. Gestures must be symmetric. The constant use of single hand seems like a presenter appeals to a half of his audience only. Symmetric gestures send a presenter's energy to his audience.

How to Improve Gesticulation

1. Swimming. A pool can improve your gesticulation because swimming requires symmetric rhythmical flowing motions.

2. Improvised dancing. Dance at home the way you want, as it can help to put your moves at ease. It will help to gesture naturally during presentations.

3. Don't use production gestures. They look unnatural and strange. To gesture in a natural way, one should feel what he is talking about at the moment, and gestures will adapt themselves to his tone.

A Proper Use of Auditorium Space

Moving around the presentation scene can help presenter refresh his speech, attract more attention and even make information easier to perceive.

A presenter's moves should look natural.

- **Speak while walking.** Making pauses during the movement will look strange.
- **Watch your speed.** Walking too fast or too slow is acceptable, but it gives the artistic effect, so use it carefully.
- **Relax your body.** And always turn to the audience to keep a contact.

Moving around the stage can help a speaker make presentations dynamic, refresh speech, and make information easier to understand.

1-Point Scheme

A speaker would better present the key idea of his report, standing at the central point of the stage, which is the point #2. It lets him equidistant from every listener and get maximum attention.

2-Point Scheme

This scheme is optimal for comparing two things. By moving between points, a speaker presents a monolog highlighting a contrast between compared objects, techniques, states, etc.

He can move between #1 and #3 if a stage is not big. Using a central point (#2) is also acceptable if it supports a winning object because a central point is perceived as a more advantageous one.

Example:

Products A and B must be compared. Both products have two pros and cons. Here's a sample sequence of comparison, using the 2-point scheme:

Product	What is presented	Point of Scene
A	Advantage 1	#1
A	Disadvantage 1	#2
B	Advantage 1	#2
B	Disadvantage 1	#1
A	Advantage 2	#1

A	Disadvantage 2	#2
B	Advantage 2	#2
B	Disadvantage 2	#1

3-Point Scheme

Structure of and presentations can be used for the 3-point scheme.

The main part of presentation should be divided into 3 points. It applies to the following types of presentation structure:

- Deductive
- Inductive
- Chronological
- Extensional order

According to this scheme, every time period, location, option, or part of structure should be presented from a different point at the stage. This easy-to-apply scheme will portion the information and make it easier to acquire.

Setting Nuances of Voice Dynamics

How valuable are vocal skills in business? The answer is that nothing is more perfectly attuned to allow you to persuade, sell, inform, inspire, reassure, or build awareness or credibility. As the speechwriter Richard Dowis said, "Words convey information; nonverbal communication adds meaning to the information."

That means using the color and emotion added to what you say by your voice, as well as body language and all the other physical aspects of your performance. Expertise may get you in the door, but to truly move your listeners, you require a voice that's responsive to those listeners' needs. (To use your voice more skillfully and speak with greater influence, download my free cheat sheet, **"**5 Key Tools of Vocal Dynamics**."**)

Here are five vocal skills that are essential to your ability to engage, entertain, and enlighten audiences. You must accomplish each of those results to get prospects and customers to pay close attention, come down on your side of the argument, and keep listening as you move them to the action step that will make your speaking successful.

1. Full Breathing and Projection.

To paraphrase a famous epigram attributed to the great English tragic actor Edmund Kean, "Breathing for life is easy. Breathing for speech is hard."* This isn't really true—breathing properly to support speaking isn't difficult, only unfamiliar to people not trained to do so.

The reality is that most people breathe shallowly, while speech requires sustained sound that must be controlled. Speech itself is simply controlled exhalation, since it's air passing through the vocal cords that creates the vibrations necessary for vocal sound. Having control over your breathing means you'll be able to create whatever effects you want to through your speech: from whispered intimacy to vocal power. That, of course, is where projection comes in. To speak powerfully, you must have enough air for your voice to fill a room and reach your entire audience. Here's how breathing properly can actually "inspire" you!

2. Pitch inflection.

Remember that college professor who delivered every lecture in a monotone? (If he or she read from note cards while doing so, you get extra points in heaven!) Having endured a semester or two of an unvarying vocal plateau, or being subjected to it now in the business world, you understand that nothing undermines an audience's interest so much as a voice that goes nowhere in terms of inflection.

Inflection or intonation refers to the highness or lowness of a speaker's voice on the musical scale. For a skilled speaker's voice is musical; and someone who speaks with no range whatsoever is monotonous (from monotone or "one tone"). To speak successfully in business, you or the members of your team must vary your pitch, for two important reasons. First, your listeners require changes in pitch to continue to pay attention, since the ear, like the eye, responds to change not sameness. And second, you naturally tend to raise your pitch when you want to emphasize something. That means audiences will miss out on important points if they sound like everything else you're saying.

3. Vocal quality.

In addition to projection and pitch, your voice must be expressive in terms of its quality. The points you make to persuade your listeners are not blunt instruments—they are often subtle, and sometimes complex, with nuances and variations of meaning. You need a fully expressive voice to make such arguments come alive.

The ways we describe a speaker's voice make up a catalog of what we mean by vocal "quality": harsh vs. pleasant, soft vs. loud, reasonable vs. demanding, assertive vs. passive, nasal vs. mellow, young vs. mature, brash vs. mild, the list can go on and on.

People will strongly and immediately get a sense of who you are and what you represent from your voice, among other factors. If you want to influence, you need this subtle instrument working toward, not against your goals.

4. Stories and Questions.

To be a successful speaker in business, you must tell stories and ask as well as answer questions. In either case, your vocal skill must set these two important speaking tools of business apart. Each must be a "peak" that rises above the sameness of the vocal landscape that surrounds them. Here's how to add drama to your presentations so you stand out from your competitors.

That is, when you tell a story or ask a question, it must sound different from what you say before and after. Usually this is done by raising your pitch (though you can and should change your vocal quality as well). If you do this, your audience will instantly hear the difference, and will pay closer attention. And that's exactly the reason you're telling the story or asking the question! When your story, or the question you ask, sounds like everything else you're saying, your talk or presentation will lack dynamics and be far less interesting for your listeners. Try it right now: Speak a few sentences from your last presentation, then tell a story or ask a question of your imagined listeners. Can you hear how this will help you capture their attention?

5. Perform!

Have you heard the expression, "A rising tide lifts all boats?" (If I were saying this now to an audience, I'd make that genuinely sound like a question through a higher pitch, just as I suggested in the previous paragraph.) That's exactly what your business speech or presentation needs to accomplish: your performance must be at a level apart—a "higher tide"—from a mundane discussion. When you achieve this effect, all of your audience members will perk up, and listen more closely. Here are 3 additional ways to achieve powerful presentation skills.

It is energy that supplies this special something that you need. Good speakers are conversational; but great speakers are electric in the dynamism they achieve. They are excited, passionate about what they're saying, and totally committed to get it across to their audience. In a word, they know how to perform—and great performers know how to influence others like nobody's business.

* The actual quote is "Dying is easy. Comedy is hard."

And here are 4 (other) easy ways to become a more charismatic speaker!

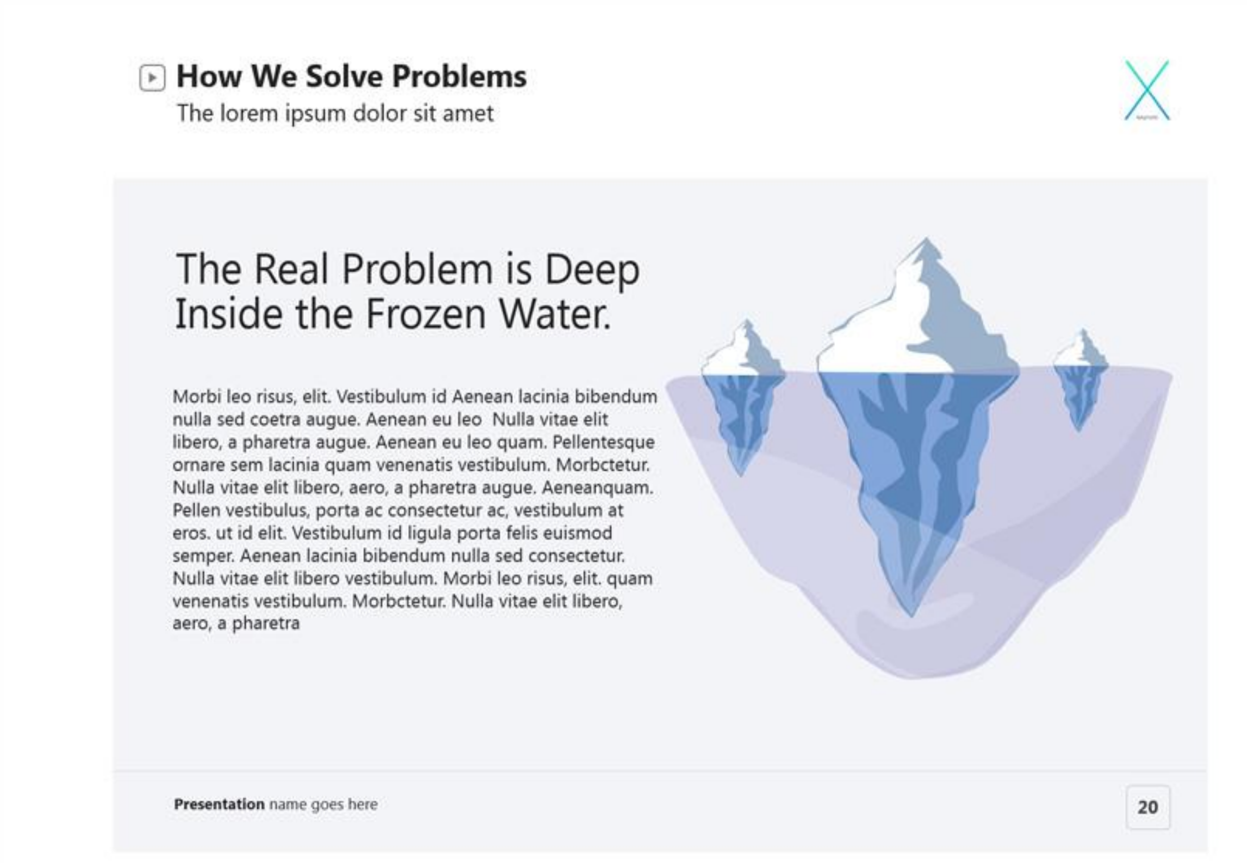
Key takeaways from this blog:

- Your voice is the perfect instrument to sway business audiences.
- Proper breathing will allow you to project a powerful voice.
- You need pitch inflection to help your listeners engage and pay attention.
- Vary your vocal quality to allow your arguments to come alive.
- To give a great presentation, "rise to the occasion" with your performance.

Time- Dimension

You've spent time doing research, crafting your message and creating visuals. Now you're ready to give a PowerPoint presentation. Using PowerPoint slides can help you reinforce your message and provide a strong backdrop to your presentation.

When you plug your laptop into an external display, you might be surprised by how your presentation appears. It might appear cut off on the edges or boxed in on the screen, like this:



Before you connect to a big screen monitor or projector to share your hard work, check the size and aspect ratio of your presentation.

Knowing your PowerPoint slide dimensions helps your presentation look right on the screen. In this tutorial, I'll teach you how to choose the right PowerPoint dimensions. I'll also share some top PowerPoint slide designs from Envato Elements and GraphicRiver with PowerPoint size already figured out.

Learn More About Presentations

Before you dig into this tutorial, be sure to download our free eBook: The Complete Guide to Making Great Presentations. It'll help you master the complete presentation process.

What's the Right Size for Your PowerPoint?

Choosing the correct dimensions for your PowerPoint slide size depends on where and how you'll present it.

You might present PowerPoint presentations on a variety of screens, such as:

- laptop screens
- conference room projectors
- iPads and tablets
- widescreen, large format displays

Each of these displays has a different shape or aspect ratio that describes the width versus height of the screen. The same PowerPoint file will appear differently on each device because the aspect ratio can vary.

To start this tutorial, decide what device your presentation is most likely to appear on. If you aren't sure, keep reading to learn more about the options for tailoring your PPT slide size.

Top PowerPoint Templates (With Ready-Made Slide Dimensions)

What if you didn't have to worry about the dimensions of your PowerPoint slide? Instead of guessing at the PowerPoint slide size, you can use a pre-built template. That's the value that Envato Elements brings to the table.

Not only does it feature templates with the perfect PowerPoint slide sizes, but it also does so with excellent designs. Many of the templates contain more than one PowerPoint slide size so that you always have what you need.

Also, keep in mind that we've got a ton of awesome PowerPoint presentation templates on GraphicRiver. These templates *also* include templates with PowerPoint slide sizes set. *It's a pay-as-you-go marketplace.*

Many of them come in multiple aspect ratios pre-built. So, you can work with great slide designs at the common sizes you're likely to need for your presentation.

The popular Marketofy PowerPoint template (that we've used for this tutorial) has three aspect ratios supported for example (4:3, 16:9 and A4 Print Ready).

Other presentation designs are made at Full HD (16:9) aspect ratio, which is a popular display size. Or they come with extra dimensions supported. Discover more in our curated selection of the best below, and then continue on with this tutorial:

Unit - V

Value- Based Text Readings

(i) The Aims of Science and the Humanities by M.E. Prior

At odd moments, often when I'm distracted, it occurs to me that a song or a piece of music has been repeatedly running through my head. It's an experience nearly everyone has. Sometimes it's invigorating to realize that you have been striding through the day to the chords of Beethoven, but it's often quite irritating because you realize you've been moping about for hours to some saccharine drivel that you just can't seem to get out of your head. But how did it get there? How did it escape from the neural cage where it is stored and begin to run loose through consciousness?

This experience is characteristic of lots of our mental activities. If we glance at ourselves out of the corner of our mind's eye, we often catch sight of many things that are going on just at the edge of awareness: a distant voice repeating over and over to remember to pick up the kids, a snippet of a conversation that we had with someone earlier in the day, a worried thought about a distant loved one, a moment of lingering anger that suddenly burns bright for no good reason, and on and on. Our conscious and near conscious minds are crowded and often very confusing places, and it sometimes seems as if we are holding a small candle trying to make out what is going on in the vast darkness that surrounds us.

These experiences point toward the difficulties we have understanding the world in which we find ourselves. While we seem to live on what Lucretius called "the coasts of light," in a world that is full of things, qualities and relationships, at least since the seventeenth century, we have come to doubt that this sensorium is reality, and instead have come to conceive of it as a merely mental construction that depends in part on sensation but also on memory, imagination, and language to give us a comprehensive view of the world. Moreover, we have strong evidence that there is a great deal more going on in those dark stretches beyond our immediate consciousness, in part because some of it occasionally wanders into our light: a word we were searching for yesterday is suddenly remembered; the source of some psychic agony that has troubled us since childhood now is surprisingly clear. It is apparent to us in moments like these that something has been going on for a long time that we were unaware of. And then, of course, the very fact that our heart continues to beat, our lungs to draw air, and our other bodily processes to function more or less successfully is an indication of activities of the brain that never come into the light.

Modern biological science is convinced that all of this is not the activity of a trans-substantial soul but the result of electrochemical processes playing out across the structure of our brains. To paraphrase Hobbes' objection to Descartes' assertion that humans are thinking things, "No body, no thinking." Modern science or at least modern scientism (to use the term Alex Rosenberg urges on us in his essay, "The Disenchanted Naturalist's Guide to Reality") goes a bit further: consciousness is not merely dependent on the motions of body, but these motions are completely independent of consciousness, which invariably misleads us when we try to understand ourselves. We may believe that we make choices or have goals and purposes, but everything we do is really only the result of dominos falling one after another according to an evolutionary logic that is independent of individual will or initiative. From this perspective we are left like Dorothy, the Cowardly Lion, Tin Man, and Scarecrow watching Toto pull aside the curtain beside the great and powerful Oz, but with the minor difference that what we discover is not a snake oil salesman from Kansas but, as Archibald MacLeish put it, "Nothing, nothing, nothing—nothing at all."

This view of things has rather dire consequences for humanists (as well as for theists) and all of the works they have produced over the last several thousand years in art, religion, philosophy, history, etc. Some of their activities from this "scientistic" perspective are relatively innocuous forms of pleasure, akin to masturbation, fun but slightly disreputable, and not truly productive or reproductive. Many of the products of human imagination, purpose, or intention, however, are characterized as misleading and, in the case of religion, as downright dangerous, akin to the instinctual call of lemmings to their final swimathon. Amid these illusions of consciousness, only one is excepted from this general critique, and that is science. Science alone is true. Why among all of our mental activities is science accorded this special status? Science is after all a construction within consciousness and like most other constructions is crucially dependent upon shared consciousness, i.e., language in all of its forms including mathematics (which itself exists only in imaginary time and space). Why does science have any different status than literature, to take just one example? Obviously, it seeks empirical verification and has a method that allows it to measure the likelihood that its constructions reflect reality, but isn't that true for literature as well? Don't we sometimes remark when reflecting on a book or a film, "That's absurd, no one would act in that way." Moreover, can any scientist give an even plausible (let alone demonstrable) account of what he or she does that does not include intentions or goals that motivate and guide his or her behavior? If science denies the reality of such intentionality, then it is difficult to see how science itself is anything other than a (highly unlikely) random walk through language and how civilization is anything more than the result of millions of monkeys pounding away on millions of typewriters (and lots of other things) producing all the works of art, literature, science, etc. not merely in the British Museum but everywhere else as well.

I don't mean to suggest that science is false or to diminish its importance for our lives. Indeed, as a collective enterprise it is one of, if not the greatest of, all human achievements. What I want to suggest is that science is only possible within consciousness and that any scientific attempt to explain the universe must accept the reality of the conscious activity that makes science itself possible. This does not mean, of course, that science must accept all forms of conscious experience as true, but it does mean that science cannot reject them all out of hand as illusory or misleading.

In trying to make sense of the human, we need to understand the ways in which we are part of the natural world but also the ways in which we are different from other natural beings. Modern biological science since the middle of the nineteenth century has called into question all notions of human superiority. In earlier times humans were imagined to stand somewhere between beasts and gods. With Darwin the distinction between humans and the beasts was effaced. Molecular biology and biochemistry erased the basic distinction between living and not-living things, leaving us like all other beings merely collections of fermions and bosons. While this may well be true, all "things" that make any difference are the result of different organizations of these particles. Life may be the continued development of self-replicating molecules within an environment, but the differences between these self-replicating structures are of considerable importance.

So what then distinguishes the human? Humans are distinct because we are not merely a part of an environment but exist in a world that is much greater than us and yet that is as it is only in and though our understanding of it. My two cats eat, sleep, and play, and are blithely unaware of global warming, the possibility of a catastrophic earth-asteroid collision, and the fact that millions of people (though still very few fellow felines) can hardly wait to know who will be the next American Idol. We humans are concerned (to differing degrees) with all of these things. We have a concept of ourselves existing in a world that is not just a collection of things but a whole (of some sort). It is only because of this that we have and are able to employ science as one of our possible ways of being. The world opens up to us in consciousness not just as the here and now that we sense but as a past that we remember and a future that we anticipate. Because we live in anticipation of a future, we formulate purposes. This process is aided immensely by language that allows us to represent and develop our projects in very complicated ways and to coordinate our efforts not just with proximate individuals but on a global scale. Science is one form of intentional activity within this world that aims at achieving purposes that we have constructed. It seeks to understand how things work in order to more effectively produce what we want and to protect us from what we fear.

Science, however, is not the only form of conscious activity through which we engage with the world. Art, literature, and history, to take just three examples, serve a similar function in giving us an image of the ways in which we exist in the world. The picture science gives us of the world may be extraordinarily powerful and useful to human life, but so is the Henry Fieldings' portrayal of Tom Jones' development as a human being or Van Gogh's depiction of a pair of boots. And they are all products of the imagination and are represented in consciousness, although in quite different ways. Indeed, art and the imagination provide the ground on which science becomes possible, for without the first (poetic/imaginative) act of naming a thing or the relationship between things whether in images, words, or mathematical symbols, no science would be possible.

Science is also only useful to us because we have a conception of ends and purposes that is not derived from science. Bacon was undoubtedly correct in his claim that knowledge is power. While science tells us how things work and thus opens up the possibilities for manipulating our world in countless ways, it does not tell us what to do with this power. The question of purposes is not one that most other beings face. They respond to their circumstances instinctually and achieve lasting change (as a species) only through random variation or chance migration. We change the world intentionally (and also obviously unintentionally). Humans like beavers build dams but if the river dries up we build a different kind of power plant while the beavers can only migrate or die out. We have a notion of the good or goods (whether naturally given, imposed by the powerful, socially-constructed, the result of the belief in divine revelation, or in consequence of a utilitarian aggregation of preferences, etc.) and without such a notion we would have no idea at all of what to do with the power that science gives us.

Art, religion, philosophy, history, literature and the humanities in general are crucial to the determination of the nature of the good(s). This is sometimes a rhetorical process in which individuals attempt to convince others that their vision of the good(s) should be the good(s) for all. At other times individual artists or writers present a vision of the good in order to open up the possibility of conversation and a deliberative process to arrive at an understanding of our goals. The motivation behind these practices is not always conscious, but it is only when they are put in a conscious and communicable form that they become relevant to us.

This notion that we are distinctive because of consciousness does not mean that we are somehow above or free from the evolutionary process. Indeed, our form of consciousness and our concern with the good(s) may be the result of random variation, but it undoubtedly is very useful and helps explain our ability to dominate so many environmental niches. This debate about the good(s), however, is vitally important to what we are and what we will be. Each artist, writer, sculptor, historian, and scientist takes part in this debate in an attempt to shed some light into the darkness beyond the limits of our individual and shared consciousness. That we disagree about what is out there is not surprising. That our anxieties populate the unseen stretches of darkness with bogey men, ghouls, demons, (increasingly sexy) vampires and other such creatures is not surprising. We should not for that reason conclude that all of the products of the imagination are misleading or illusive. Indeed, it is only by means of the representations of the imagination that we have come to have any idea of what it means to be human and to engage in such practices as science.

(ii) The Language of Literature and Science by A.Huxley

In these reflections on the relations between art and science, Aldous Huxley attempts to discern the similarities and differences implicit in scientific and literary language, and he offers his opinions on the influence that each discipline exerts upon the other.

• Huxley says that the common language is inappropriate as a medium of both – the literary expressions as well as the scientific expressions. Although both need the purity of language and sense but their requirements are different.

• The scientist wants to use a language that conveys a limited, intended sense and if he finds the common language inadequate, he coins new jargons to express the clear and pure meaning and meet his purpose.

• He prefers a language and words that has got only one meaning and communicates the message or idea directly. The scientist aims at only one thing at a time but the literary artist prefers a language that caters the experiences of different people. He conveys a message at a private as well as at a public level.

• He scientist explains a rose in the language of bio – chemistry or genetics. For him rose is the result of some chemical reactions. But for a literary artist, it is an expression of some very soft expressions of some private feelings. He generalizes its message and enjoys the beauty of the nature.

• In Literature and Science Arnold says that there needs to be a connection between science and the humanities/religion, referring to Plato and the philosophies. He goes on to specifically emphasize that literature is the basis for " knowing ourselves and the world." It's one thing to just look at literature, but another thing to actually get a in depth idea of where this literature came from and who was doing what and where. This in sense gives stories and allows us to criticize ourselves based on the people from the Roman times. Toward his refutation and conclusion I can tell that he refers all this to the gap between science and the humanities in the 19th century when the industrial age had set in and the humanities did not matter to anyone.

(iii) Man and Nature by J.Bronowski

A Machine or a Self? is a question which is crucial to an inquiry into the identity of man. I take as the starting point for an answer, and for my inquiry, an equally crucial and basic proposition. My fundamental assumption at the outset is that man is a part of nature.

This simple proposition seems innocent enough, and neutral. Nearly and educated men accept it now: the Bible readers as well as the agnostics, the Sunday strollers and the earnest haunters of museums. In the latter half of the twentieth century, it seems self-evident to say that man is a part of nature, in the same sense that a stone is, or a cactus, or a camel. How easily, indeed, these three childhood categories rise to our lips from animal, Vegetable or Mineral to exhaust the universe. Yet this bland proposition contains the explosive charge which in this century has split open the self-assurance of Western man.

For to assert that man is a part of nature surely denies (or seems to deny) that he is unique. This is the hidden charge that troubles yet silence us; it is the perpetual heresy, for which men went to the stake at least as long as 1600. Giordano Bruno was asked then to abjure, and would not, his wild belief that the earth we stand on is not the only world, and that we are not the only chosen creatures in the multitude of worlds. This was a piece of Renaissance extravagance that was happy to have man play neither the master nor slave of fate, but simply play in the boundless plenty of nature, and to set both of them free together. But it did not, and still does not, win over the jealous man who wants to guard the sense of his immortal station. He wants to feel that he was cast from birth in a supernatural mould; larger than life, or at least larger than nature.

Summary

Bronowski starts the essay with a question: Is man a machine or a self? His belief is that man is a part of nature. Almost all educated men accept it. In the latter half of the twentieth century also people believes that man is a part of nature in the same sense that a stone, or a cactus, or a camel is. But this proposition has made the Western man lose his self-assurance. He lost his self-assurance because this statement means that man is not unique. Bruno was burnt at stake because he would not give up his belief that this earth is not the only world nor man the only chosen creature. Man still wants to feel that he is unique and also he is larger than life or at least larger than nature.

Important Questions

1. What is the thrust of Bronowski's argument throughout the essay?

2. What seems self-evident in the latter half of the twentieth century regarding man's relationship with nature?

3. Why was Giordano Bruno burnt at stake?

4. Do you agree with the idea that man is a part of nature? Elaborate with reasons.

5. What is wrong according to J. Bronowski, if man 'wants to feel that he was cast from birth in a supernatural mould; larger than life, or at least larger than nature.' Discuss the views of the author expressed in this essay.

5. Mam is a part of nature, in the same sense that a stone is, or a cactus, or a camel. Comment.

6. Why does man, according to J. Bronowski, believe, he was cast from birth in a supernatural mould?

(iv) The Mother of the Sciences by A.J.Bahm

• Philosophy is the mother of all the sciences in at least three ways:

• It functions as a comprehensive.

• It criticises the sciences.

• It synthesizes the sciences.

• Each science makes presuppositions of other science. Each science may appear to be in clash with the conclusion of other science. The philosophy, thus, aims at comparing assumptions and conclusions.

• Second function, performed by philosophy, is of synthesis. Philosophy, known as a science of sciences or as a comprehensive science, aims at knowing the whole and reaching to some general conclusions.

• 'The Blind Men of Burma', who visited the elephant. After visiting the elephant they all had different views about the elephant. One who felt the elephant by said an elephant is like a tree. Second one, who grasped its tail reported to be like a rope. The trunk was traced by third, who in visited it was much like a serpent.

• A fourth, who stretched himself on the elephant sides, likened him to a barn. This was the part wise description of the whole elephant. Similarly when, a scientist insists that the whole world is according to his personnel experience and investigation he may be compared with Burmese blind men. So the function of synthesis is very much necessary in according to have the comprehended or holistic vision.

• The more number of sciences like psychology and sociology will increase the task of philosophy making it more complex. Each new science presents challenge to philosophy making for its completeness or cohesiveness to other sciences.

• As a result the task of philosophy becomes greater and never ending. It firstly, gives birth, secondly, gives settles quarrels and finally harmonizing them. In this way the work never ends like a mothers work never ends.

(v) Science and Survival by Barry Commoner

Chronicles the activist career of Barry Commoner, one of the most influential American environmental thinkers, and his role in recasting the environmental movement after World War II.

For over half a century, the biologist Barry Commoner has been one of the most prominent and charismatic defenders of the American environment, appearing on the cover of Time magazine in 1970 as the standard-bearer of "the emerging science of survival." In Barry Commoner and the Science of Survival, Michael Egan examines Commoner's social and scientific activism and charts an important shift in American environmental values since World War II.Throughout his career, Commoner believed that scientists had a social responsibility, and that one of their most important obligations was to provide citizens with accessible scientific information so they could be included in public debates that concerned them. Egan shows how Commoner moved naturally from calling attention to the hazards of nuclear fallout to raising public awareness of the environmental dangers posed by the petrochemical industry. He argues that Commoner's belief in the importance of dissent, the dissemination of scientific information, and the need for citizen empowerment were critical planks in the remaking of American environmentalism. Commoner's activist career can be defined as an attempt to weave together a larger vision of social justice. Since the 1960s, he has called attention to parallels between the environmental, civil rights, labor, and peace movements, and connected environmental decline with poverty, injustice, exploitation, and war, arguing that the root cause of environmental problems was the American economic system and its manifestations. He was instrumental in pointing out that there was a direct association between socioeconomic standing and exposure to environmental pollutants and that economics, not social responsibility, was guiding technological decision making. Egan argues that careful study of Commoner's career could help reinvigorate the contemporary environmental movement at a point when the environmental stakes have never been so high.

These days, no one scientist is so intimately associated in the general public mind with a particular scientifically based social problem as Barry Commoner was with the growth of the environmental movement in the mid-20th century. Commoner is a key, underexamined figure well worth introducing to the current generation of scientists and environmentalists, and in this densely referenced book, Michael Egan takes on the challenge.

The book begins with an analysis of the post–World War II consequences of American technological optimism, moves to the mid-century debate over nuclear fallout and the role of technical information, reviews Commoner’s role in ecology, explores the population-versus-technology debates over the origin of environmental degradation, examines the oil crisis of the 1970s and its relation of risk to economics, and finally discusses the relationship between poverty and environmental risk.

Although the structure of the book is initially explained, it results in considerable repetition of fact and analysis. That, together with annoying factual errors, such as putting the Trinity site of the first atomic explosion at Los Alamos, New Mexico, instead of at the White Sands Proving Ground, more than 200 miles south, or contradictory references to restoring the integrity of science and preserving the integrity of science, leads a reader to feel that this serious, scholarly work would have benefited from more intensive attention from its editors. Any structural faults aside, the book capably illuminates the sweep of Commoner’s involvement in social issues of the last half-century, and makes a major contribution to the literature on the origins of current environmental debates.

At a time when it was not the common wisdom, Commoner firmly believed that an informed public was the key to intelligent governmental decision making, and that the duty of a scientist was to inform the public. However, he also believed that free-market capitalism, which he found socially irresponsible, was, as Egan writes, “a clear enemy”; Commoner’s leftist background yielded analyses congruent with a “holistic critique of American social structures.”

Although Commoner’s career ranged from bench plant physiology at Washington University to social and environmental activist to 1980 presidential candidate, he may be best known for his “Four Laws of Ecology”: “everything is connected to everything else”; “everything must go somewhere”; “nature knows best”; and “there is no such thing as a free lunch.” These “laws” in their straightforward simplicity are brilliantly accurate, descriptive, and evocative. Coupled, however, with Commoner’s advocacy of the precautionary principle—a moral and political concept that evolved from the German democratic–socialist legal tradition of the 1930s—they can be seen as forcing stalemate, his laws warning society to proceed with care, but the precautionary principle virtually eliminating any possible path along which to proceed.

Where Commoner visualized risk assessment as an essential analytical and informational tool for implementing the precautionary principle, over time the two have evolved into competing, politically driven approaches. This competition can be of considerable economic consequence, perhaps best seen in recent disputes between the United States and the European Union over the regulation of genetically modified organisms.

Although perhaps not Egan’s intent, the book also uses Commoner’s career to help the reader gain insight into fascinating elements of the evolution of the involvement of the American Association for the Advancement of Science in the social politics of environmental science, and to illuminate key portions of the early radiation-based history of environmental risk assessment.

Commoner emerged as a public figure with the nuclear fallout issue of the 1950s and 1960s. What this portion of the narrative suggested to me was that Commoner’s view of the conflict between national security and public health should be reformulated. Maintenance of an economically sound, healthy population and environment must be thought of as key elements of national security, rather than as its competitors.

In the end, we get from Egan an analytical, reasoned picture of Commoner—clearly a seminal figure in the history of American environmentalism—and of his role in that environmentalism. Commoner’s background, biases, aspirations, and intentions are well described and intriguingly tied to analyses of his activities. In the process, we also learn about many intertwined political movements of the last half-century, and from this we get a clearer picture of the evolution of American and international environmental politics.

(vi) Humanistic and Scientific Approaches to Human Activity by Moody E. Prior

The humanistic and scientific approaches differ from each other. The effect of the scientific ordering to a human activity is to produce detachment from the individual experience, the effect of the humanistic ordering, on the other hand, is to encourage involvement.

• Humanistic Approaches

• The effect of a humanistic ordering is to encourage involvement.

• Death is a permanent loss.

• Devastation is personal.

• The world takes on a different aspect and apprehends experience after Hamlet or War and Peace has been conceptualized.

• The works of literature of necessity involve us in such responses as pity, fear, sorrow, pleasant and bitter choice. They extend the range of our sympathies.

• It doesn't mean that a student/teacher of literature will necessarily be more human and wise. But the arts and humanistic learning will contribute their share to shaping the attitude of those who take a serious interest in them.

• There are some important functions which humanities cannot perform.

• The humanities cannot take all the methodological procedures of the sciences nor duplicate the comprehensive inclusiveness of scientific generalizations.

• The power of literature lies in its capacity to involve us in its data in a predetermined way and the uniqueness of individual experience.

• Scientific Approaches

• The effect of a scientific ordering is to produce detachment from the individual experiences which are being dealt with.

• Death is a number in hospital

• Survey is general.

• The world takes on a different aspect after mass and gravity and evolution have been conceptualized.

• The creations of science are necessarily neutral with respect to their human meaning or use.

• It doesn't mean that a student/ teacher of science thinks logically, clearly, and impartially than a nonscientist. But science will leave its impress on the ways a man thinks and shape his/her character.

• There are some important functions which science cannot perform.

• Science lacks the capacity of the arts- concern for the individual experience and to search for its human meaning.

• In science, the closer an intellectual synthesis approaches the scientific ideal, the more completely will the human act lose its individual significance.

(vii) The Effect of Scientific Temper on Man by Bertrand Russell

Seventeenth century men had got victory over their predecessors due to scientific inventions. They achieved more advantages with technical advances. Observations were haphazard before that time. The old traditions were accepted as facts by the people without any evidence. There were no proved scientific facts; rather people believed that they have been bounded by natural rules. As a result, they believed that the heavenly bodies were supposed to go in round complications as they had been guided by aesthetic taste. They believed that earthquakes and disasters happened due to sin. In contrast refreshing rain was considered as reward of virtue. Comets foretold the death of princes. In this way, they believed on aesthetic belief rather than proven facts.

Later on, the scientific mind had changed the point of view of humans. They believed on careful investigations of facts forgetting aesthetic beliefs. The ideas seem simple today but it would be a great revolution at that time. As a corollary, Kepler was killed as he claimed that the planets moved in ellipses, not in circles. Thus people believed on the super power of nature. They believed that the action of nature was superior that the wish or fear of humans.

The modern world has realized the fact of the past and developed highly. However, the so-called scholars of the Western culture are totally ignorant of the fact. The people who believed on new scientific knowledge were known as narrow and uncouth specialists.

The scientific technique had influenced the people rather than pure science. As a result the industrial revolution had been developed in Lancashire, Yorkshire and Clyde. At first people didn't believe on it until it helped to defeat Napoleon. The explosive power was so powerful which spread to Russia first, then to Asia. Whether it is boon or disaster, it is scientific fact afterall which is undergoing these days.

SEPTEMBER 21, 1995 saw a mass religious phenomenon across India. Kiran Bedi, then an IPS officer, offered milk to the statues of Hindu-Buddhist deities in her house and they all accepted the milk. “The milk just disappeared into thin air,” she stated. Vishnu Hari Dalmia, then president of the Vishwa Hindu Parishad (VHP), called it a “divine miracle”. Some Congress leaders like Vasant Sathe charged the Sangh Parivar for starting a fake miracle “to exploit religious feelings for political ends”. Gopinath Munde, then Deputy Chief Minister of the BJP-Shiv Sena government in Maharashtra, declared unequivocally that neither his government nor he believed this milk drinking by idols to be possible. Even more remarkable was the statement by a BJP leader often caricatured as a saffron villain rooted in Hindutva. Dr Murali Manohar Joshi, a quali- fied nuclear physicist, declared: “As a physicist, I have to conclude that it’s due to capillary action and surface tension. Nothing more.”

Science and the spirit of science have always been a stick used to beat the Hindutvaites by the left-wing academic establishment. When three years after the milk miracle, Dr Joshi became the Human Resources Minister, he was attacked day in and out by Leftists of all kinds—politicians, academics and media—for the purported saffronisation which they alleged was entirely against “the scientific temper” which was made one of the fundamental duties of Indian citizens in the Constitution of India during the Emergency through a constitutional amendment. Though Bertrand Russell used the term “scientific temper” decades before Nehru and John Dewey underlined its importance, in the socialist establishment of India, Nehru is credited with the coining of the term.

Since then the socialist establishment line has been that the saffron obscurantists are trying to impede scientific temper by bringing in religious mumbo-jumbo.