

Professional Communication

(BHCS-203)

Class:B.Sc(H)CS II Sem

Unit III

No. of lecture:01

A report is the final outcome of any task or project. It should be prepared in a particular format. Reports may be categorized in following types:

1. Formal or Informal Reports:

Formal reports are carefully structured; they stress objectivity and organization, contain much detail, and are written in a style that tends to eliminate such elements as personal pronouns. Informal reports are usually short messages with natural, casual use of language.

A Project Report is an example of formal report.

The internal memorandum can generally be described as an informal report.

2. Short or Long Reports:

This is a confusing classification. A one-page memorandum is obviously short, and a twenty page report is clearly long. But where is the dividing line? Bear in mind that as a report becomes longer (or what you determine as long), it takes on more characteristics of formal reports. Example of short report is - Student's progress report

3. Informational or Analytical Reports:

Informational reports (annual reports, monthly financial reports, and reports on personnel absenteeism) carry objective information from one area of an organization to another. Example: Reliance , L & T company reports.

Analytical reports (scientific research, feasibility reports, and real-estate appraisals) present attempts to solve problems.

4. Proposal Report:

The proposal is a variation of problem-solving reports. A proposal is a document prepared to describe how one organization can meet the needs of another. Most governmental agencies advertise their needs by issuing "requests for proposal" or RFPs. The RFP specifies a need and potential suppliers prepare proposal reports telling how they can meet that need.

5. Vertical or Lateral Reports:

This classification refers to the direction a report travels. Reports that move upward or downward the hierarchy are referred to as vertical reports; such reports contribute to management control. Lateral reports, on the other hand, assist in coordination in the organization. A report traveling between units of the same organization level (production and finance departments) is lateral.

6. Internal or External Reports:

Internal reports travel within the organization. External reports, such as annual reports of companies, are prepared for distribution outside the organization.

7. Periodic Reports:

Periodic reports are issued on regularly scheduled dates. They are generally upward directed and serve management control. Preprinted forms and computer-generated data contribute to uniformity of periodic reports.

8. Functional Reports:

This classification includes accounting reports, marketing reports, financial reports, and a variety of other reports that take their designation from the ultimate use of the report. Almost all reports could be included in most of these categories. And a single report could be included in several classifications.

Although authorities have not agreed on a universal report classification, these report categories are in common use and provide a nomenclature for the study (and use) of reports.

Reports are also classified on the basis of their format.

i. Preprinted Form:

Basically for “fill in the blank” reports. Most are relatively short (five or fewer pages) and deal with routine information, mainly numerical information. Use this format when it is requested by the person authorizing the report.

ii. Letter:

Common for reports of five or fewer pages that are directed to outsiders. These reports include all the normal parts of a letter, but they may also have headings, footnotes, tables, and figures. Personal pronouns are used in this type of report.

We may conclude that above categories may vary from scholar to scholar

UNIT III

SIGNIFICANCE OF REPORT WRITING:

Report plays an important role for decision-making in organization. And such importance of report can be understood through the following discussions:

1. Decision Making Tool: Today’s complex business organizations require thousands of information. Reports provide the required information a large number of important decisions in business or any other area are taken on the basis of information presented in the reports. This is one of the great importance of report.

2. Investigation: Whenever there is any problem, a committee or commission or study group investigates the problem to find out the reason behind the problem and present the findings with or without the recommendation in the form of a report. It is another importance of report.

3. Evaluation: Large scale organizations are engaged in multidimensional activities. It is not possible for a single top executive to keep personal watch on what others are doing. So, the executive depends on reports to evaluate the performance of various departments or units.

4. Quick Location: There is no denying the fact that business executives need information for quick decision-making. As top executives are found to be busy for various purposes, they need vital sources of information. Such sources can be business reports.

5. Development of skill: Report writing skill develops the power of designing, organization coordination, judgment and communication.

6. Neutral presentation of facts: Facts are required to be presented in a neutral way; such presentation is ensured through a report as it investigates, explains and evaluates any fact independently.

7. Professional

Advancement: Report also plays a major role in professional achievement. For promotion to the rank and file position, satisfactory job performance is enough to help a person. But for promotion to high level position, intellectual ability is highly required. Such ability can be expressed through the report submitted to higher authority.

8. Proper Control: Whether activities are happening according to plan or not is expressed through a report. So, controlling activities are implemented based on the information of a report.

9. A managerial Tool: Various reports make activities easy for the managers. For planning, organizing, coordinating, motivating and controlling, manager needs help from a report which acts as a source of information.

10. Encountering Advance and Complex Situation: In a large business organization, there is always some sort of labor problems which may bring complex situations. To tackle that situation, managers take the help of a report.

The discussions mention above justifies the importance of report in our life.

UNIT III

LECTURE NO: 3 & 4

DATE: 6/4/2020

TOPIC:

WRITING A REPORT

Reports generally involve presenting your investigation and analysis of information or an issue, recommending actions and making proposals.

There are different types of reports, including business, scientific and research reports, but the basic steps for writing them are the same. These are outlined below:

Step 1: Decide on the 'Terms of reference'

Step 2: Decide on the procedure

Step 3: Find the information

Step 4: Decide on the structure

Step 5: Draft the first part of your report

Step 6: Analyse your findings and draw conclusions

Step 7: Make recommendations

Step 8: Draft the executive summary and table of contents

Step 9: Compile a reference list

Step 10: Revise your draft report

Step 1: Decide on the 'Terms of reference'

To decide on the terms of reference for your report, read your instructions and any other information you've been given about the report, and think about the purpose of the report:

What is it about?

What exactly is needed?

Why is it needed?

When do I need to do it?

Who is it for, or who is it aimed at?

Step 2: Decide on the procedure

This means planning your investigation or research, and how you'll write the report. Ask yourself:

What information do I need?

Do I need to do any background reading?

What articles or documents do I need?

Answering these questions will help you draft the procedure section of your report, which outlines the steps you've taken to carry out the investigation.

Step 3: Find the information

To do this you may need to read written material, observe people or activities, and/or talk to people.

Make sure the information you find is relevant and appropriate. Check the assessment requirements and guidelines and the marking schedule to make sure you're on the right track. If you're not sure how the marks will be assigned contact your lecturer.

What you find out will form the basis, or main body, of your report – the findings.

Step 4: Decide on the structure

Reports generally have a similar structure, but some details may differ. How they differ usually depends on

the type of report – if it is a research report, laboratory report, business report, investigative report, etc.

How formal the report has to be.

The length of the report.

Depending on the type of report, the structure can include:

A title page.

Executive summary.

Contents.

An introduction.

Terms of reference.

Procedure.

Findings.

Conclusions.

Recommendations.

References/Bibliography.

Appendices.

The sections, of a report usually have headings and subheadings, which are usually numbered

Step 5: Draft the first part of your report

Once you have your structure, write down the headings and start to fill these in with the information you

have gathered so far. By now you should be able to draft the terms of reference, procedure and findings, and start to work out what will go in the report's appendix.

Findings:

The findings are result of your reading, observations, interviews and investigation. They form the basis of your report. Depending on the type of report you are writing, you may also wish to include photos, tables or graphs to make your report more readable and/or easier to follow.

Appendices

As you are writing your draft decide what information will go in the appendix. These are used for information that

is too long to include in the body of the report, or

supplements or complements the information in the report. For example, brochures, spreadsheets or large tables.

Step 6: Analyse your findings and draw conclusions.

The conclusion is where you analyse your findings and interpret what you have found. To do this, read through your findings and ask yourself:

What have I found?

What's significant or important about my findings?

What do my findings suggest?

For example, your conclusion may describe how the information you collected explains why the situation occurred, what this means for the organisation, and what will happen if the situation continues (or doesn't continue).

Don't include any new information in the conclusion.

Step 7: Make recommendations

Recommendations are what you think the solution to the problem is and/or what you think should happen next. To help you decide what to recommend:

Reread your findings and conclusions.

Think about what you want the person who asked for the report should to do or not do; what actions should they carry out?

Check that your recommendations are practical and are based logically on your conclusions.

Ensure you include enough detail for the reader to know what needs to be done and who should do it.

Your recommendations should be written as a numbered list, and ordered from most to least important.

Step 8: Draft the executive summary and table of contents

Some reports require an executive summary and/or list of contents. Even though these two sections come near the beginning of the report you won't be able to do them until you have finished it, and have your structure and recommendations finalised.

An executive summary is usually about 100 words long. It tells the readers what the report is about, and summarise the recommendations.

Step 9: Compile a reference list

This is a list of all the sources you've referred to in the report .

Step 10: Revise your draft report

It is always important to revise your work. Things you need to check include:

If you have done what you were asked to do. Check the assignment question, the instructions/guidelines and the marking schedule to make sure.

That the required sections are included, and are in the correct order.

That your information is accurate, with no gaps.

If your argument is logical. Does the information you present support your conclusions and recommendations?

That all terms, symbols and abbreviations used have been explained.

That any diagrams, tables, graphs and illustrations are numbered and labelled.

That the formatting is correct, including your numbering, headings, are consistent throughout the report.

That the report reads well, and your writing is as clear and effective as possible.

You might need to prepare several drafts before you are satisfied. If possible, get someone else to check your report.

Conclusively, for an effective report, we should workout on above steps.

LECTURE NO:5 & 6

9/4/2020

TECHNICAL PROPOSAL

A technical proposal is a document where you introduce your product, explain how it can help solve the recipient's issue, identify the company's plan for execution and provide technical details of the deal.

COMMON SECTIONS /PARTS IN PROPOSALS

The following provides a review of the sections you will commonly find in proposals. 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 provided by your instructor and consider other kinds of information unique to your topic that should be included in your particular proposal.

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?

LECTURE: 7 & 8

DATE: 11/4/2020

TYPES OF TECHNICAL PROPOSAL & ITS SIGNIFICANCE

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. For example: if someone is interested in doing a project at work (for example, investigating the merits of bringing in some new technology to increase productivity). Suppose

you meet your supervisor and try 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:

1. 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.

2. 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.

SIGNIFICANCE

Proposals are key documents in any organization. While the primary purpose of the proposal is to help secure funding for project's interventions, it is important to understand that the proposal document has other critical functions and that proposals need to be of a good quality to serve all of these. The functions of the proposal are:

1. Fundraising– Proposals secure funding. The proposal must convince the donor that the need that has been identified is important, and that proposal presenter has the capacity and the right approach to address the needs and achieve good results, and to ensure accountability. A poor quality proposal, or a proposal that misses the submission deadline, may result in missing out on important funding opportunities.

2. Design– The proposal documents the design of a project. Good quality outcomes depend on good quality project designs, and on a needs-based approach so the proposal must be more than just a sales pitch. The proposal must represent an appropriate design (activity and budget design) that will help to have a positive impact on humanitarian needs as well as consider the longer-term implications of its interventions to support the recovery of the affected population .

3. Implementation-The proposal serves as a key management tool for the implementation of projects. The proposal and budget should follow a clear logic, and provide adequate description of activities and expected outputs to help a project manager implement the project. It also assists with identifying staff required to carry out project activities. The expected outputs and outcomes must be clear and achievable.

4. Accountability-The proposal is the document that will be held accountable against in terms of what has been delivered. The project manager will need to report against what is stated in the proposal, so it is critical that the content is feasible programmatically and financially, and achievable within the approved time frame.

Lecture no: 9

Date: 15/4/2020

Unit: III

TOPIC: Negotiation

Negotiation is a method by which people settle differences. It is a process by which compromise or agreement is reached while avoiding argument and dispute.

In any disagreement, individuals understandably aim to achieve the best possible outcome for their position (or perhaps an organisation they represent). However, the principles of fairness, seeking mutual benefit and maintaining a relationship are the keys to a successful outcome.

Specific forms of negotiation are used in many situations: international affairs, the legal system, government, industrial disputes or domestic relationships as examples. However, general negotiation skills can be learned and applied in a wide range of activities. Negotiation skills can be of great benefit in resolving any differences that arise between you and others.

Stages of Negotiation

In order to achieve a desirable outcome, it may be useful to follow a structured approach to negotiation. For example, in a work situation a meeting may need to be arranged in which all parties involved can come together.

The process of negotiation includes the following stages:

Preparation

Discussion

Clarification of goals

Negotiate towards a Win-Win outcome

Agreement

Implementation of a course of action

1. Preparation

Before any negotiation takes place, a decision needs to be taken as to when and where a meeting will

take place to discuss the problem and who will attend. Setting a limited time-scale can also be helpful to prevent the disagreement continuing.

This stage involves ensuring all the pertinent facts of the situation are known in order to clarify your own position. In the work example above, this would include knowing the 'rules' of your organisation, to whom help is given, when help is not felt appropriate and the grounds for such refusals. Your organisation may well have policies to which you can refer in preparation for the negotiation.

Undertaking preparation before discussing the disagreement will help to avoid further conflict and unnecessarily wasting time during the meeting.

2. Discussion

During this stage, individuals or members of each side put forward the case as they see it, i.e. their understanding of the situation.

Key skills during this stage include questioning, listening and clarifying.

Sometimes it is helpful to take notes during the discussion stage to record all points put forward in case there is need for further clarification. It is extremely important to listen, as when disagreement takes place it is easy to make the mistake of saying too much and listening too little. Each side should have an equal opportunity to present their case.

3. Clarifying Goals

From the discussion, the goals, interests and viewpoints of both sides of the disagreement need to be clarified.

It is helpful to list these factors in order of priority. Through this clarification it is often possible to identify or establish some common ground. Clarification is an essential part of the negotiation process, without it misunderstandings are likely to occur which may cause problems and barriers to reaching a beneficial outcome.

4. Negotiate Towards a Win-Win Outcome

This stage focuses on what is termed a 'win-win' outcome where both sides feel they have gained something positive through the process of negotiation and both sides feel their point of view has been taken into consideration.

A win-win outcome is usually the best result. Although this may not always be possible, through negotiation, it should be the ultimate goal.

Suggestions of alternative strategies and compromises need to be considered at this point. Compromises are often positive alternatives which can often achieve greater benefit for all concerned compared to holding to the original positions.

5. Agreement

Agreement can be achieved once understanding of both sides' viewpoints and interests have been considered.

It is essential to for everybody involved to keep an open mind in order to achieve an acceptable solution. Any agreement needs to be made perfectly clear so that both sides know what has been decided.

6. Implementing a Course of Action

From the agreement, a course of action has to be implemented to carry through the decision.

Lecture no.: 10 & 11

Date: 15/4/2020

Unit III

Topic: Business Presentation Skills

Giving a presentation is an inevitable part of being in business, and it's not just the domain of extroverts,

salespeople and management. Your staff in all areas of the business need presentation skills to get their point across articulately and visually. Technology can be your best friend when you're called upon to give a presentation internally or to clients.

From product presentations to board room reports to motivational speeches, presentations are required as they go that step further to persuade, inform, motivate or inspire others.

Hone Your Public Speaking Skill

At some point in your career, you will have to present a topic or report to an audience (either formally or informally). Therefore it is better to be prepared beforehand. Therefore seek out opportunities to do some public speaking as this will build your confidence and also provide you with favourable reference points when you're called upon to do that all-important presentation at work.

Create A Good First Impression

In business (as well as in life), making a good first impression can have a profound impact on the success or failure of a business. Presentations are usually the very first instance where potential clients and investors get to know your business. And most of the time, you only have one shot at making things right. As such, you need strong presentation skills to persuade your audience.

Build Trust for your business

Perhaps by now, you know that business is all about building trust. And for people to trust your business, you need to show them that you are trustworthy, reliable, and knowledgeable. This can be achieved by developing good presentation skills.

Show Your Confidence

Confidence is an essential trait to succeed in business as it opens up opportunities. Even if you're an

introvert, taking your presentation skills to the next level can help you stand in front of an audience and convey your message effectively. With this skill, you can sport a confident look, although deep inside, you might be shy.

Avoid misunderstandings/misinformation

Strong presentation skills help convey your message well. Through good communication and use of concise, well-presented and informative props, you can avoid potential misunderstandings or misinformation. With your presentation skills, your audience will leave your presentations informed and with a clear understanding of your message.

Showcase Your Organizational Skills

How you organize your presentation speaks a lot about how you run and manage your business (as well as your personal life). By improving your presentation skills, you can show your audience that you are capable of running and managing the business. Structure your presentation well, so that all topics are given ample amount of time, and the audience is also given time to digest inputs and ask questions.

Be The Leader

Excellent presentation skills are essential as you lead your business. These skills are necessary to inspire your team and deliver clear messages. Often, the team and its members judge their leader by the way he/she presents ideas or projects. You will rely on your presentation skills to rally your team towards achieving your business goals. Also take note that business leaders are expected to be able to present their message with clarity and confidence to investors, clients, partners, and staff.

Enjoy The Success

Last and most importantly, presentation skills are vital to business success! Some of the most successful businesses were built by excellent presenters. Steve Jobs, a prolific presenter, used his presentation skills to bring Apple to its peak. For every presentation he made, Jobs effectively conveyed his messages

bringing about success to his business.

Now that you know how important presentation skills are in business.

LECTURE NO: 12 & 13

DATE:17/4/2020

UNIT IV

TOPIC: PRESENTATION STRATEGIES

Defining Purpose

Before the planning or preparation of presentation starts, one has to decide the purpose of making presentation. The purpose of the presentation determines the content and the style of presentation. There can be manifold purposes of presentation. Mainly there are following three purposes of any presentation:

- 1) To inform / instruct
- 2) To entertain
- 3) To motivate / persuade

1) To Inform / instruct:

The purpose of a presentation may be simply to provide information / instruction. Such presentation is to be based on facts and figures. Mentioned below is a list of few situations in which presentations are made to inform / instruct:

- A. If you are in human resource department, you may explain company rules, procedures and benefits to new employees.
- B. If you are a department supervisor, you may conduct training programmes.
- C. If you are a consultant, you may give analytical and informative presentations on the merits of various proposals.

2) To Entertain:

Sometimes the presentations are made in order to entertain. The speaker may use certain strategies such as use of humour, narration of anecdotes, short quizzes in order to break monotony of the presentation. He may use variety of the sentences also such as affirmative, negative and interrogative to elevate the mood of the audience.

3) To Motivate / Persuade:

The purpose of presentations may be to motivate / persuade. It may be to popularize an idea or a product. In such presentations, the presenter has to proceed with certain arguments and suggestions. He will have to offer certain conclusions and recommendations. Some politeness tactics may be used in order to persuade the audience.

Audience and Locale

Before a speaker begins his talk, he should have some knowledge of the audience before hand – their age, interest, background and nature.

Also he should know the size of the audience he is going to address.

For example, if he is going to make a sales presentation among the people of higher income group of sophisticated and well educated society, in such a situation he will provide people the maximum information regarding the product in well chosen vocabulary. Afterwards he will try to persuade them to buy that product. His presentation will be a combination of informative and persuasive presentation.

The language and style should be in accordance to the level of the audience numbers. Bovee et al rightly comments, “Regardless of your purpose, you will be more effective if you keep your audience interested in your message. To do so, you must understand who your audience members are and what they need. If you are involved in selecting the audience or speaking to a group of peers at work, you will certainly have information about their characteristics, but in many cases, you will be speaking to a group of people you know little about, so you’ll want to

investigate their needs and characteristics before showing up to speak.”

For effective presentation, it is necessary to develop an audience profile. Bovee et al lists six ways of developing audience profile:

1. Identify the primary audience (recognize the decision makers or opinion moulders in the crowd).
2. Determine audience size.
3. Determine audience composition (recognize their needs, interests, attitudes, cultural barriers etc.)
4. Gauge audience’s level of understanding.
5. Anticipate audience’s expectations and preferences.
6. Estimate audience’s probable reaction.

Audience Profile given by Bovee:

- 1) How to establish credibility with them?
- 2) What media they prefer and expect?
- 3) What information is pertinent to them?
- 4) What information they require?
- 5) What audience members want to know?

Another point that needs attention is the cultural diversity of the target audience because the multiculturalism will affect how the speaker’s messages are understood.

Locale:

Besides an understanding of the audience another important factor which may affect the proper understanding of message is the locale i.e. physical environment. The speaker should know about:

1. Place of presentation – whether a large auditorium or a conference room.
2. A podium or table provided.
3. Public address system available.
4. Seating arrangement, room temperature and lighting.
5. Visual aids available.
6. If you identify any problems in physical environment in advance, you can either ask for alternative arrangement or modify your materials, visual aids and style to suit the environment.

Lecture no:14 & 15

Unit IV

Topic 1:

ORGANIZING CONTENT:

A successful presentation includes the availability of adequate material. The speaker should prepare the material at the planning stage. Prior to planning, he will choose a topic on which the presentation is to be made. The content of the presentation should be organized in three parts-

1. Introduction – What you wants to say?
2. Main Body – Say it.
3. Conclusion – Repeat what you have said.

1. INTRODUCTION:

The introduction must arouse audience interest, win the audience's confidence and preview the presentation.

A. Arousing audience interest:

A good introduction aims at arousing the interest of the audience. To grip the audience's attention, the opening statement can be either-

A question, a quotation, an appealing statement, a story related to the topic or refer to

some interesting statistics.

B. Winning the Audience's Confidence:

A good introduction builds up high credibility of the speaker so that he can be more persuasive.

To earn the confidence of the audience, many ways may be adopted. The simplest way is that someone introduces the speaker, tells them about his qualification etc or the speaker introduces himself in a realistic manner by referring to organization, profession, position and so on.

C. Preview the presentation:

Third purpose which generally a good introduction should serve is to give the audience a preview of what is going to be presented. When the main points of the presentation are summarized, the audience can know what lies ahead. It keeps him alert and attentive to the presentation that's ahead.

2. Main Body:

The main body, the discussion or the text part follows subsequent to introduction and supports your aim or specific purpose. The major points you highlighted in your opening will be expanded upon here. Depending upon your topic and your introduction, you can choose from any of the following patterns to organize the main body of your speech.

A. Inductive order – in this order the presenter moves from particular statements to general statement.

B. Deductive order – in this order the presenter moves from general statement to particular statements.

C. Question to Answer Order: in this order the presenter begins with certain questions, which are soon answered.

D. Chronological Order: whenever the topic is such that the writer has to document time or the steps in an instruction, such as 'History of X –Ray machine or India's growth post independence, ,this order is used.

Causes and Effect: This order can be used to explain the causes and then effects of a situation.

While using this order, the speaker makes use of the transitional words such as therefore, so, because, however, moreover, in addition to or finally.

To make the presentation effective the speaker should keep in mind the audience for whom he designs the entire presentation.

Leanne Anderson suggests the speaker to:

- i. Pause occasionally for questions or comments or to ask the audience's opinions, and
- ii. Seek audience feedback.

3. Conclusions or Close:

You can conclude your presentation by reviewing the main points. Give a signal such as to sum up, to conclude, to review. As you conclude, remind the audience briefly about the purpose of your presentation, which could be either to persuade them or to inform them.

Tell them what you want them to do, think or remember based on your presentation.

Avoid the temptation to wrap up in a haste or add something new in this part of your speech.

You can also conclude with a quotation or recall the earlier story, joke, anecdote with which you commenced your presentation to bring it to a full circle.

Very often presentations are followed by a question period. Questions provide you with vital feedback about the ideas that you have put forth in your presentation. Preparing for questions, therefore, is as important as preparing for your presentation.

How does a presenter cope with difficult questions? This is every presenter's nightmare, but every seasoned speaker has to overcome to emerge more confident and self assured. If a questioner tries to trip you up with a difficult question, maintain a polite but firm attitude. Do not reveal annoyance, but as soon as possible divert to other members of the audience.

It is also important that you learn how to quickly divert irrelevant questions, so as to avoid wasting everybody's time. If any one person in the audience tries to monopolize question time,

you have to learn to handle that too by indicating that each questioner has to be given a fair chance.

TOPIC : 2

PREPARING AN OUTLINE:

An outline is a mechanical framework in which are fitted the bits and pieces of your presentation material. It serves as a guide to show you the right path for your presentation. So spending time in developing an outline never goes waste. In fact you should use an outline as your script but be prepared to deviate in response to audience feedback. An outline can help the speaker to keep the presentation both audience centered and within allotted time. An outline, prepared carefully, may include the following points;

- 1) Give headings to complete sentences or lengthy phrases
- 2) Note down subheadings also.
- 3) Include notes that indicate where visual aids will be given.
- 4) Notes about using a certain tone or body language can be useful for making the presentation effective.
- 5) Cues such as pause here, speak slowly, and give extra emphasis, can be helpful when it comes to practicing and delivering your presentation.

Lectures:16 & 17

Date:19/4/2020

Unit IV

TOPIC 1:

Audio visual aids for a presentation

Importance of Audio Visual Aids:

“It has been estimated that 11% of what we learn is through hearing, 83% through sight and rest through the other senses”,

opine R.C. Sharma and Krishan Mohan. Visual aids can, thus, make presentation more effective. If the presentation is made with the help of visual aids, the listeners feel stimulated and they take more interest in the presentation. But too much use of visual aids may cripple the effect. Sharma and Mohan have referred to few basic facts, which should be kept in mind for better results:

- 1) Integrate the aid with the oral presentation and use it, when reach the relevant points.
- 2) If possible, keep the chart, picture or map hidden until you need to refer to it.
- 3) When in use, the visual aid should be displayed where everyone in the audience can see it.
- 4) Interpret it to the listeners and draw their attention carefully to what you want them to note.
- 5) Stand on one side and use a pointer, if necessary, while interpreting it.
- 6) The aid should be sharp, emphasize only those aspects which you consider significant. Do not clutter it with too much information.
- 7) If there is a blackboard behind you, see that it is clean and write on it rapidly and legibly in large letters.

Selecting the right visuals:

Once the presenter identifies the points which he wants to present with more clarity with the help of visual support. Let him now choose the type of visual aid for his presentation. There should be an ideal blend of verbal and visual information and the visual information should flow as

naturally as the water of a river. It is for the speaker to decide how to communicate visually whether through a pie chart or a bar chart or a diagram etc. Bovee et al has listed some popular types of visuals and also their uses:

To present detailed, exact values, use tables.

To illustrate trends over time, use a line chart or a bar chart.

To show frequency or distribution, use a pie chart, segmented bar chart, or area chart.

To compare one item with another, use a bar chart.

To compare one part with the whole use a pie chart.

To show geographic relations, use a map.

To illustrate a process or a procedure, use a flow chart or a diagram.

Visual Aids used in Presentations:

- 1) Overhead transparencies
- 2) Power point presentations
- 3) Black board or white board.
- 4) Flip charts

TOPIC :2

Nuances or Methods of Delivery / Presentation:

Good planning is the backbone of good presentation. Equally important or perhaps more important is the manner of delivery. Antonio, after the assassination of Julius Caesar, delivered a funeral speech and won the mob by his oratory. The mob that was earlier supporting Brutus and

others suddenly turned against them. It is, of course, the power of speech that may turn a dull topic into interesting one whereas poor delivery or bad presentation may spoil the entire presentation howsoever significant it is.

So, once the speaker has planned and developed the content of his presentation, he should begin practicing his delivery, since it is not as important as, what to say, as it's how to say?

There are a variety of delivery methods but a speaker should choose those which are easier to handle, some such methods are listed below:

- 1) Memorizing the Manuscript
- 2) Reading the Manuscript
- 3) Speaking from notes
- 4) Extemporaneous / Impromptu Speaking

1) Memorizing the Manuscript:

(Manuscript – Hand written matter, a copy of a book before it is printed)

This method of presentation can be one of the most effective methods of presentation.

But it requires an extra ordinary power to memorize because if the presenter forgets his text, his speech will sound stilled / unnatural / too formal. Besides he will become a butt of ridicule. He, therefore, should avoid memorizing long speeches. Memorizing a quotation, an opening paragraph, or a few concluding remarks will strengthen his delivery and impress the audience.

2) Reading the Manuscript:

It means read out the written material aloud. This method is often used whenever a complex or technical presentation is made such as the description of some machine or the policy matters of an organization. Reading intelligibly is an art, which can also be learnt after much practice. Once the manuscript of a presentation is prepared, the reader should do a lot of practice

and rehearse again and again. In verbatim (word by word) reporting, the reader and listener contact is often interrupted. Moreover, such word for word reporting becomes dull and monotonous. For effective manuscript presentation, the reader should follow the below mentioned suggestions:

A. Be familiar with the text by reading it again and again.

B. Learn right pronunciation of the technical terms used.

C. Maintain proper flow of the language for which proper pause and voice modulation can be used.

3) Speaking from Notes:

Making presentation with the help of an outline is a very common method of presentation. The speaker prepares notes on a sheet or cards and then with the help of appropriate audio visual aids, he makes his presentation. This process makes the delivery easy and impressive. The speaker while making presentation maintains eye-contact with the audience and never for a moment the presentation becomes mechanical, dull or monotonous. Practice indeed makes perfect. An inexperienced speaker should do proper rehearsal before making presentation.

Extemporaneous / Impromptu Speaking:

The words extemporaneous or impromptu means done without preparation or planning.

The term impromptu speech, thus, means a speech delivered without any preparation done beforehand i.e. unrehearsed delivery in speech. Such impromptu speeches of formal mode should be avoided. They can be made after some caution. To quote Bovee, Thill and Schatzman, "You might have to give an impromptu or unrehearsed speech if you're called on to speak unexpectedly or if you have agreed to speak but neglected to prepare your speech. Avoid speaking unprepared unless you have spoken countless times on the same topic or are an extremely good public speaker. When you are asked to speak 'off the cuff', take a moment to think through what you will say. Then avoid the temptation to ramble."

Date: 19/4/2020

Question Bank: 1

PROFESSIONAL COMMUNICATION

1. Explain the following:

- (a) Define a paragraph.
- (b) Define Business Correspondence.
- (c) Is a cover letter required while sending a résumé? Specify.
- (d) What is the importance of eye contact in a theme presentation?
- (e) Define mass communication.
- (f) What is Business Negotiation?
- (g) What is the importance of Grapevine in an Organization?
- (h) Give five examples of each Oral Communication and Written Communication

2.

- (a) Discuss different flows of Technical Communication in an Organization?
- (b) What are the requirements of an Effective Oral Presentation?
- (c) How can nuances of voice dynamics help the speaker to make an oral presentation impressive?
- (d) What are the basic requirements of a good Sentence Construction in Technical Writing?
- (e) Point out the important differences between Technical Communication and General Communication.
- (f) Describe the process of Negotiation. Specify the qualities of a good negotiator.

(g) Define Reports. Specify nature and importance of report.

3. Describe different modes of Speech Delivery? What do you consider is the best mode of speaking?

4. What is a résumé? Draft a suitable Resume for a multinational company for the post of Project coordinator, with necessary focus on your professional expertise.

5. What are the causes of Inter-personal Barriers? What is the impact of personal behavior of a person on Communication Process?

Date:19/4/2020

Question Bank: 2

(a) What is Topic sentence?

(b) What is Mass Communication?

(c) What is the difference between bibliography and reference?

(d) What do you mean by active listening?

(e) Differentiate the homophones using them in your sentences of your own: Maize and Maze

(f) Make plural of the following words: i) Crisis ii) Phenomenon

2. (a) Distinguish between upward and downward communication along with its merits and demerits.

(b) What are the techniques used to make a paragraph coherent?

(c) Write a report on workers' discontent at company's Auxiliary unit. Invent necessary details by yourself.

3. (a) Comment on body language as a presentation strategy.

b) Write a note on paralinguistic features.

4. (a) What are the causes of interpersonal barriers?

(b) What are the distinguishing features of technical communication?

5. What aspects of a report are dealt with in 'front matter' and 'back matter'?

6. What are the qualities of a sales letter? Support your answer with an example.

7. Write a paragraph using Deductive method and underline the Topic sentence. (Invent necessary details yourself)

Date: 19/4/2020

Question Bank: 3

(a) Define a paragraph.

(b) Define Business Correspondence.

(c) Is a cover letter required while sending a résumé? Specify.

(d) What is the importance of eye contact in a theme presentation?

(e) Define mass communication.

(f) What is Business Negotiation?

(g) What is the importance of Grapevine in an Organization?

(h) Give five examples of each Oral Communication and Written Communication

2.

(a) Discuss different flows of Technical Communication in an Organization?

(b) What are the requirements of an Effective Oral Presentation?

(c) How can nuances of voice dynamics help the speaker to make an oral presentation impressive?

(d) Point out the important differences between Technical Communication and General Communication.

(e) Define Reports. Specify nature and importance of report.

3. Describe different modes of Speech Delivery? What do you consider is the best mode of speaking?

4. What is a résumé? Draft a suitable Resume for a multinational company for the post of Project coordinator, with necessary focus on your professional expertise.

5. What is the impact of personal behavior of a person on Communication Process?

Lecture:18, 19

Date:21/4/2020

Unit IV

Topic:

Body Language / Kinesics: (Non-verbal communication)

Often the physical movement of the body and their study is known as body language or kinesics. In this connection Raymond and John rightly remark. To them kinesics “is the way the body communicates without words, that is, through various movements of its parts”. No doubt, we express our emotions through words but often the inner states of emotion are expressed through different parts of the body and their physical movements. We can communicate or send the message even by nodding the head, blinking the eyes, shrugging our shoulders or waving our

hands.

When we study body language, we look at the meaning of symbols that the physical movements of the body are communicating. Through outward body movements true inner emotions are reflected. For the expression of these inner body states, the face and eyes, gestures and physical appearance are to be studied. For self control, the presenter should pay attention to his body language, for this following parts of kinesics should be considered:

- 1) Maintain eye contact
- 2) Face and eyes
- 3) Gestures
- 4) Body shape and posture
- 5) Appearance

1) Maintain Eye contact:

The speaker should maintain a steady eye contact because it is an effective means of developing rapport with the audience. If the presenter looks at the audience for a long period of time, it shows his intensity of interest. Eye contact as well as eye movements indeed help significantly in communicating successfully in oral communications.

2) Face and eyes:

Face is the index of mind. The face, it means, reflects what is going on inside the speaker. In this context, eyes tell us much more than other facial features. The facial expressions are associated with happiness, surprise, fear, anger and sadness. Even eyes, nose, cheeks or forehead express one's inner goings on. For example, the eyebrows with upper and lower eyelids raised, giving a wide eyed effect indicate that the person is excited, surprised or brightened. Similarly if we look at someone or something for a long period of time, we show our intensity of interest. Eye contact and eye movements indeed help significantly in getting success in interviews, seminars, or other face to face oral communications. The interviewee or one who is giving the oral presentation should keep a pleasant face with a natural tendency to smile. He should maintain an open look and also make eye contacts with the interviewer or the members of the panel.

3) Gestures:

In addition to the face and eyes, other body parts move and convey meaning. These movements are known as gestures, the physical movement of arms, legs, hands and head. For example, if the arms are spread apart, shuffling from one leg to another and body slightly extended forward, these gestures convey meanings of nervous and intense.

As gestures have meanings so they should be coordinated with proper intensity of speech.

The greater the gesture the louder the speech and vice versa”, comments a scholar. A presenter while facing the audience is advised to keep positive postures, since it indicates his positive personality.

Body shape and posture:

A third area of kinesics involves body shape and posture. As far as body shape is concerned, we can't do much about it since it is given to us by God. But with the right posture we can impress the interviewer and the audience.

Raymond and John D refer to the behaviourists who have studied the shapes of our bodies and have identified three types:

- 1) The ectomorph – thin youthful and tall.
- 2) The mesomorph – strong, athletic, muscular and boney.
- 3) The endomorph – fat, round and soft.

Indeed physical shape communicates hence let us try to be mesomorphs.

But it is not possible to be mesomorph since genetically either we are ectomorph or endomorph, then we can win our interviewer or the audience with good posture. A person with good and appealing body shape but with bad postures and unfavourable image will communicate a negative message.

5) Appearance:

By appearance we mean external appearance in which our dress, jewellery and make up play a pivotal role. The speaker should consider how others will view him in relation to how he wants to be seen. He should dress up himself in simple and sober dress.

Thus, kinesics, inclusive of facial expressions, gestures, body shape and posture will be the part of the messages, the speaker wants to communicate.

Lecture: 20,21&22

Date: 27/4/2020

Unit IV

Topic:

Dimensions of Speech-

Syllable; Accent, Pitch, Rhythm, Intonation

Syllable:

A syllable may be defined as a unit of sound with one vowel sound and with or without consonant sounds.

A syllable is the sound of a vowel (a, e, i, o, u) that is created when pronouncing a word.

A syllable is a part of a word that is pronounced with one uninterrupted sound.

A syllable is a unit of sound which can be pronounced with a single effort of the voice.

For example, the word water is composed of two syllables: wa and ter as we have to make two efforts to pronounce this word.

Syllables are ways to split words into speech sounds. We naturally say words using

syllables, but we don't usually think about it until we need to separate the syllables for reading or spelling purposes.

Why do we need syllables?

When we learn to read, and as we encounter more difficult words, we may need to decode a word. You'll often hear someone telling a reader to "sound it out" or "break the word into parts."

When we do this, breaking the word into syllables can help us read the word. Here are a few examples:

i) word- one syllable, word

ii) spelling- two syllables, spe + lling

iii) computer- three syllables, com + pu + ter

Breaking a word into syllables can also help when we learn to spell new words. There are many spelling rules that apply to how a word is broken apart. For example, if a syllable ends with a vowel, the vowel sound is usually long.

tiger- two syllables, ti + ger

The i in tiger is a long i, making the sound "i." If the word had been broken up like this, tig/er, we would pronounce the i as a short i, as in the word igloo and the beginning of the word would be "tig."

The construction of a syllable may be described in terms of the following formula:

[C]+V=Syllable

Where C indicates indefinite number of consonants and V stands for a vowel sound, the bracket indicate that the consonants are not obligatory.

e.g.

street = CCCVC (1 Syllable)

ago = VCV (2 Syllables)

There can be one or more syllables in a word depending upon the number of vowel sounds it has.

Words are divided in to three types as per number of syllables:

1. Monosyllabic: Words with one syllable e.g. on- on (VC)
2. Disyllabic: Words with two syllables e.g. upon- up+ on (VCVC)
3. Polysyllabic: Words with more than two syllables e.g. syllable – sy+lla+ble (CVCVCVC)

Accent: (way of pronunciation)

Accent is the way of pronouncing the words of a language that shows the person belongs to which country, area or social class.

Accent is a manner of pronunciation peculiar to a particular individual, location, or nation. The region to which you belong affects your accent. Not only the locality but the economic status, ethnicity, caste etc. all make an impact on the accent. Accent mainly includes pronunciation, which also has correlation with stress.

It is an important factor whether English is your first language or second language. To learn the right pronunciation, like that of the native speaker, you must watch the native speakers in action.

It should not look like affected accent. Many times you do not give importance to pronunciation and that makes your speech seem below par.

Children are able to take on accents relatively quickly. Children of immigrant families, for example, generally have a more native-like pronunciation than their parents, though both children and parents may have a noticeable non-native accent – however these generally differ:

the parents' accent tends to be influenced by the sound system of their native language whilst the child is more inclined to apply hyper-pronunciation resulting from their need to correct their

parents' shortcomings in fluency. Accents seem to remain relatively flexible until a person's early twenties, after which a person's accent seems to become more fixed.

Pitch: (Loudness)

Pitch is a property that allows the ordering of sounds on a frequency-related scale. Pitches are compared as "higher" and "lower".

The rise and fall of the voice conveys various emotions. 'Thank you' is such a phrase.

You can find out the difference when you utter it indifferently and when you say it with sincerity. Lowness of pitch can indicate sadness, shock, dullness, guilt etc. if you are excited, joyous, ecstatic, triumphant and even angry then your pitch automatically becomes high. A well balanced pitch results in a clear and effective tone. It helps you avoid being monotonous.

A variety of pitches should be used to hold listener's attention. Avoid raising the pitch of the voice at the end of a sentence.

Rhythm: (Sound pattern achieved by using stress in words)

Rhythm refers to a pattern of sounds. Maintaining a rhythm in a speech makes the speech sound natural and fluent. Rhythm is produced by stressed and unstressed words in a sentence. Using only the stressed words in a sentence may make a speech sound dull and artificial. The listener may also not understand the intended emphasis or meaning in the speech.

Just as stress, speed is another very important factor in the fluency of English. When we speak, we do not speak words in isolation but group them and speak without any pauses between them.

To achieve good rhythm in speaking we should know which words to be stressed and which are not to be stressed in a sentence.

This leads to one or more of the following conclusions:

Rhythm is not primarily expressed by patterns of duration.

🕒 The person-to-person and paragraph-to-paragraph variation within a language may be much larger than expected. Perhaps linguists may have idealized the form of each language, neglecting the variation.

Intonation: (variation of pitch or loudness of the words in a sentence)

The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances. In normal speech, the pitch of our voice goes on changing constantly – going up, going down, and sometimes remaining steady. Different pitches of the voice combine to form patterns of pitch variation or tones, which together constitute intonation.

Intonation is closely linked to stress because important changes in pitch occur with stressed syllables. The following are the main functions of intonation.

- 1) Distinguishing different types of utterances such as statements, commands, requests, and questions.
- 2) Differentiating the speaker's emotional attitude such as curiosity, apprehension, friendliness, and politeness.
- 3) Drawing the listeners attention to those segments of an utterance that one considers important.

i) Paralinguistic features of voice / Nuances of Voice Dynamics:

Paralinguistic features are non-verbal vocal cues that help you to give urgency to your voice.

Your voice is your trademark; it is that part of yourself that adds human touch to your words.

Nuances of voice dynamics help the speaker to make his oral presentation impressive.

In order to control the audience, the speaker has to adopt certain strategies; primary among

them is the use of language. The speaker should speak a language which is close to the

participants. Clarity is the key word in oral presentation. Writing does not have that immediacy

because the words are static on a page. Voice gives extra life to your delivery.

Therefore, you may find it useful to understand the nuances of voice dynamics, namely-

1) Pronunciation

2) Modulation of the voice

3) Pace / Rate

4) Use of connectives

1) Pronunciation:

Words should be pronounced clearly, with proper stress and intonation. Mispronunciation sometimes leads to confusion and spoils all presentation howsoever well planned it is.

2) Modulation of the Voice:

A. Voice should be vibrant and well modulated.

B. Nasalization of the voice should be avoided.

C. Pauses should be at the right place.

3) Pace / Rate: (words spoken per minute)

Rate is the number of words which you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is 120 to 150 words. Cultivate your pace so as to fit in this reasonable limit. If a person speaks too slowly and monotonously, he is most likely to be considered a dull speaker even though the contents of his speech may be highly interesting.

Similarly, a fast speaker also causes discomfort because the listeners do not get time to grasp the thoughts and switch from one thought to another. Under these circumstances, listeners may just stop listening and their attention may get lost.

It is best, therefore, to vary your speaking pace. Use pauses to create emphasis. A well-placed, varied message suggests enthusiasm, self-assurance and awareness of audience. So, the rate of delivery should be normal. Since too slow or too fast delivery spoils the entire presentation.

4) Use of connectives:

There are various kinds of connectives which may be used in oral presentation. There are some words or phrases which indicate the end of one thought and shift to another. Even rise and fall in tone can serve this purpose. The speaker can use such phrases as:

After having said that, It is time now to, In addition to etc.

Likewise his falling pitch will indicate the end of his speech.

Lecture:24,25&26

Date:29/4/2020

Unit V

Topic1:

Paralinguistic Features of Voice:

Paralinguistics has to do with the aspects of language that do not relate to the formal systems of language such as phonology, syntax, grammar etc. The features of paralinguistics fall into two categories. The categories are

1. Vocal paralinguistic features
2. Body paralinguistic features

Vocal Paralinguistic Features

Vocal paralinguistic features relate to how we say something. We can speak loudly or soft which are characteristics of volume. Our voices can be breathy, which is an approach some singers may use. The tone of our voice can be changed as well. A high tone can indicate nervousness or a question and even anger in some people. A low tone indicates doubt or authority in some people. All of these features convey intention and are influenced by circumstance

Body Paralinguistic Features

Paralinguistic Features of the body is how we communicate meaning through the use of our bodies. Facial expressions is one example. When we frown, smile, raise our eyebrows, etc. these all share different forms of information. Clenching the teeth and biting one's lips also sends a message. The cultural context also colors what these behaviors mean as well.

Gestures are another form of bodily communications. Crossing out arms sends a message. Shrugging our shoulders in the US context indicates that the person does not know or does not care. Scratching our heads indicates confusion or lack of understanding.

Proximity is how close two people are when communicating. Normally, the closer two people are the more intimate. The further apart two people are indicates a formal setting and hierarchy. Many people keep a certain distance from their boss when communicating.

Posture is another feature. Slouching indicates laziness. When a person holds their head down it is often a sign of inferiority. If a person stands with hunch shoulder it sends a message as well.

An interesting thing about paralinguistic features is that people often echo each other. In other words, if someone speaks with a high pitch the person they are talking to may respond the same way. If someone folds their arms across their chest while speaking the person listening may do so as well. Normally, echoing is a sign that the other person is listening intently or it could be to mock the other person.

Conclusion

Paralinguistics is an aspect of communication that conveys information distinctly from other forms of language. The way the voice is used as well as the way people use their bodies while communicating sends powerful, yet subtle messages to people.

Topic 2: Listening Skills:

In today's high-tech, high-speed, high-stress world, communication is more important than ever, yet we seem to devote less and less time to really listening to one another. Genuine listening has become a rare gift—the gift of time. It helps build relationships, solve problems, ensure understanding, resolve conflicts, and improve accuracy. At work, effective listening means fewer errors and less wasted time. At home, it helps develop resourceful, self-reliant kids who can solve their own problems. Listening builds friendships and careers.

10 tips to develop effective listening skills:

Step 1: Face the speaker and maintain eye contact.

Talking to someone while they scan the room, study a computer screen, or gaze out the window is like trying to hit a moving target. How much of the person's divided attention you are actually getting? Fifty percent? Five percent? If the person were your child you might demand, "Look at me when I'm talking to you," but that's not the sort of thing we say to a lover, friend or colleague.

In most Western cultures, eye contact is considered a basic ingredient of effective communication. When we talk, we look each other in the eye. That doesn't mean that you can't carry on a conversation from across the room, or from another room, but if the conversation continues for any length of time, you (or the other person) will get up and move. The desire for better communication pulls you together.

Do your conversational partners the courtesy of turning to face them. Put aside papers, books, the phone and other distractions. Look at them, even if they don't look at you. Shyness, uncertainty, shame, guilt, or other emotions, along with cultural taboos, can inhibit eye contact in some people under some circumstances. Excuse the other guy, but stay focused yourself.

Step 2: Be attentive, but relaxed.

Now that you've made eye contact, relax. You don't have to stare fixedly at the other person. You can look away now and then and carry on like a normal person. The important thing is to be attentive. The dictionary says that to "attend" another person means to:

be present

give attention

apply or direct yourself

pay attention

remain ready to serve

Mentally screen out distractions, like background activity and noise. In addition, try not to focus on the speaker's accent or speech mannerisms to the point where they become distractions. Finally, don't be distracted by your own thoughts, feelings, or biases.

Step 3: Keep an open mind.

Listen without judging the other person or mentally criticizing the things she tells you. If what she says alarms you, go ahead and feel alarmed, but don't say to yourself, "Well, that was a stupid move." As soon as you indulge in judgmental bemusements, you've compromised your effectiveness as a listener.

Listen without jumping to conclusions. Remember that the speaker is using language to represent the thoughts and feelings inside her brain. You don't know what those thoughts and feelings are and the only way you'll find out is by listening.

Don't be a sentence-grabber. Occasionally my partner can't slow his mental pace enough to listen effectively, so he tries to speed up mine by interrupting and finishing my sentences. This usually lands him way off base, because he is following his own train of thought and doesn't learn where my thoughts are headed. After a couple of rounds of this, I usually ask, "Do you want to have this conversation by yourself, or do you want to hear what I have to say?" I wouldn't do that with everyone, but it works with him.

Step 4: Listen to the words and try to picture what the speaker is saying.

Allow your mind to create a mental model of the information being communicated. Whether a literal picture, or an arrangement of abstract concepts, your brain will do the necessary work if you stay focused, with senses fully alert. When listening for long stretches, concentrate on, and remember, key words and phrases.

When it's your turn to listen, don't spend the time planning what to say next. You can't rehearse and listen at the same time. Think only about what the other person is saying.

Finally, concentrate on what is being said, even if it bores you. If your thoughts start to wander, immediately force yourself to refocus.

Step 5: Don't interrupt and don't impose your "solutions."

Children used to be taught that it's rude to interrupt. I'm not sure that message is getting across anymore. Certainly the opposite is being modeled on the majority of talk shows and reality programs, where loud, aggressive, in-your-face behavior is condoned, if not encouraged.

Interrupting sends a variety of messages. It says:

"I'm more important than you are."

"What I have to say is more interesting, accurate or relevant."

"I don't really care what you think."

"I don't have time for your opinion."

"This isn't a conversation, it's a contest, and I'm going to win."

We all think and speak at different rates. If you are a quick thinker and an agile talker, the burden is on you to relax your pace for the slower, more thoughtful communicator—or for the guy who has trouble expressing himself.

When listening to someone talk about a problem, refrain from suggesting solutions. Most of us don't want your advice anyway. If we do, we'll ask for it. Most of us prefer to figure out our own solutions. We need you to listen and help us do that. Somewhere way down the line, if you are absolutely bursting with a brilliant solution, at least get the speaker's permission. Ask, "Would you like to hear my ideas?"

Step 6: Wait for the speaker to pause to ask clarifying questions.

When you don't understand something, of course you should ask the speaker to explain it to you. But rather than interrupt, wait until the speaker pauses. Then say something like, "Back up a second. I didn't understand what you just said about..."

Step 7: Ask questions only to ensure understanding.

At lunch, a colleague is excitedly telling you about her trip to Vermont and all the wonderful things she did and saw. In the course of this chronicle, she mentions that she spent some time with a mutual friend. You jump in with, "Oh, I haven't heard from Alice in ages. How is she?" and, just like that, discussion shifts to Alice and her divorce, and the poor kids, which leads to a comparison of custody laws, and before you know it an hour is gone and Vermont is a distant memory.

This particular conversational affront happens all the time. Our questions lead people in directions that have nothing to do with where they thought they were going. Sometimes we work our way back to the original topic, but very often we don't.

When you notice that your question has led the speaker astray, take responsibility for getting the conversation back on track by saying something like, "It was great to hear about Alice, but tell me more about your adventure in Vermont."

Step 8: Try to feel what the speaker is feeling.

If you feel sad when the person with whom you are talking expresses sadness, joyful when she expresses joy, fearful when she describes her fears—and convey those feelings through your facial expressions and words—then your effectiveness as a listener is assured. Empathy is the heart and soul of good listening.

To experience empathy, you have to put yourself in the other person's place and allow yourself to feel what it is like to be her at that moment. This is not an easy thing to do. It takes energy and concentration. But it is a generous and helpful thing to do, and it facilitates communication like nothing else does.

Step 9: Give the speaker regular feedback.

Show that you understand where the speaker is coming from by reflecting the speaker's feelings. "You must be thrilled!" "What a terrible ordeal for you." "I can see that you are confused." If the speaker's feelings are hidden or unclear, then occasionally paraphrase the content of the message. Or just nod and show your understanding through appropriate facial expressions and an occasional well-timed "hmmm" or "uh huh."

The idea is to give the speaker some proof that you are listening, and that you are following her train of thought—not off indulging in your own fantasies while she talks .

In task situations, regardless of whether at work or home, always restate instructions and messages to be sure you understand correctly.

Step 10: Pay attention to what isn't said—to nonverbal cues.

If you exclude email, the majority of direct communication is probably nonverbal. We glean a great deal of information about each other without saying a word. Even over the telephone, you can learn almost as much about a person from the tone and cadence of her voice than from anything she says. When I talk to my best friend, it doesn't matter what we chat about, if I hear a lilt and laughter in her voice, I feel reassured that she's doing well.

Face to face with a person, you can detect enthusiasm, boredom, or irritation very quickly in the expression around the eyes, the set of the mouth, the slope of the shoulders. These are clues you can't ignore. When listening, remember that words convey only a fraction of the message.

Lectures: 27 & 28

Date: 5/5/2020

Unit V

Topic: Active Listening Skills Needed:

Active listening is a skill that can be acquired and developed with practice. However, active listening can be difficult to master and will, therefore, take time and patience to develop.

'Active listening' means, fully concentrating on what is being said rather than just passively 'hearing' the message of the speaker.

Active listening involves listening with all senses. As well as giving full attention to the speaker, it is important that the 'active listener' is also 'seen' to be listening - otherwise the speaker may conclude that what they are talking about is uninteresting to the listener.

Interest can be conveyed to the speaker by using both verbal and non-verbal messages such as maintaining eye contact, nodding your head and smiling, agreeing by saying 'Yes' or simply 'Mmm hmm' to encourage them to continue. By providing this 'feedback' the person speaking will usually feel more at ease and therefore communicate more easily, openly and honestly.

Listening is the most fundamental component of interpersonal communication skills.

Listening is not something that just happens (that is hearing), listening is an active process in which a conscious decision is made to listen to and understand the messages of the speaker.

Listeners should remain neutral and non-judgmental, this means trying not to take sides or form opinions, especially early in the conversation. Active listening is also about patience - pauses and short periods of silence should be accepted.

Listeners should not be tempted to jump in with questions or comments every time there are a few seconds of silence. Active listening involves giving the other person time to explore their thoughts and feelings, they should, therefore, be given adequate time for that.

Active listening not only means focusing fully on the speaker but also actively showing verbal and non-verbal signs of listening.

Generally speakers want listeners to demonstrate 'active listening' by responding appropriately to what they are saying. Appropriate responses to listening can be both verbal and non-verbal, examples are

listed below:

Signs of Active Listening:

Non-Verbal Signs of Attentive or Active Listening

This is a generic list of non-verbal signs of listening, in other words people who are listening are more likely to display at least some of these signs. However these signs may not be appropriate in all situations and across all cultures.

Smile

Small smiles can be used to show that the listener is paying attention to what is being said or as a way of agreeing or being happy about the messages being received. Combined with nods of the head, smiles can be powerful in affirming that messages are being listened to and understood.

Eye Contact

It is normal and usually encouraging for the listener to look at the speaker. Eye contact can however be intimidating, especially for more shy speakers – gauge how much eye contact is appropriate for any given situation. Combine eye contact with smiles and other non-verbal messages to encourage the speaker.

Posture

Posture can tell a lot about the sender and receiver in interpersonal interactions. The attentive listener tends to lean slightly forward or sideways whilst sitting. Other signs of active listening may include a slight slant of the head or resting the head on one hand.

Mirroring

Automatic reflection/mirroring of any facial expressions used by the speaker can be a sign of attentive listening. These reflective expressions can help to show sympathy and empathy in more emotional situations. Attempting to consciously mimic facial expressions (i.e. not automatic reflection of expressions) can be a sign of inattention.

Distraction

The active listener will not be distracted and therefore will refrain from fidgeting, looking at a clock or watch, doodling, playing with their hair or picking their fingernails.

Be Aware That:

It is perfectly possible to learn and mimic non-verbal signs of active listening and not actually be listening at all.

It is more difficult to mimic verbal signs of listening and comprehension.

Verbal Signs of Attentive or Active Listening

Positive Reinforcement

Although a strong signal of attentiveness, caution should be used when using positive verbal reinforcement.

Although some positive words of encouragement may be beneficial to the speaker the listener should use them sparingly so as not to distract from what is being said or place unnecessary emphasis on parts of the message.

Casual and frequent use of words and phrases, such as: 'very good', 'yes' or 'indeed' can become irritating to the speaker. It is usually better to elaborate and explain why you are agreeing with a certain point.

Remembering

The human mind is notoriously bad at remembering details, especially for any length of time.

However, remembering a few key points, or even the name of the speaker, can help to reinforce that the messages sent have been received and understood – i.e. listening has been successful. Remembering details, ideas and concepts from previous conversations proves that attention was kept and is likely to encourage the speaker to continue. During longer exchanges it may be appropriate to make very brief notes to act as a memory jog when questioning or clarifying later.

Lectures:29&30

Date: 13/5/2020

Unit V

Topic:

Passive Learning:

According to the International Listening Association, listening is, “The process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages.” But in a world where we are constantly bombarded with information and sound, sometimes it can be difficult to listen and fully comprehend the stimuli around us.

As babies we learn to listen to sounds using discriminative listening skills; we can distinguish between the voices of our mothers and fathers, and while we may not comprehend the messages being given, we are able to hear and process sounds and tones. Therapists and teachers utilize listening skills on a regular basis, and as compassionate and caring human beings, listening helps further our relationships with people and improves our bonds with friends and family members. Students use listening to better understand their subjects, and we regularly apply our passive listening skills to our experience of music and television.

There are a number of different types of listening including both active and passive listening, which are both important factors in effective communication.

While active listening allows the listener to engage with the speaker, passive listening encourages the listener to observe the speaker quietly.

What is Passive Listening?

When a person is practicing passive listening, he is sitting quietly without responding to what the speaker is saying. When you listen to music or a podcast or even the news, you are practicing passive listening. Sometimes passive listening may require a few open-ended replies to keep the speaker talking, however, this technique generally requires focused concentration and minimal verbal feedback from the listener. Listening to a lecture in school or watching a movie both require passive listening skills, and the

technique can improve your communication and your ability to clearly understand the information being presented.

While passive listening requires the listener to sit back quietly and absorb information, active listening is about engaging the speaker verbally and through the use of body language. Active listening, which is often used in conflict resolution, counseling, and general conversation, requires the listener to react to the speaker's body language as well as verbal cues in order to understand the subject at hand. Active listening allows for engaging feedback while passive listening requires silent participation on behalf of the listener .

How to Improve Your Passive Listening Skills

The key to becoming a better communicator lies within your ability to listen. Most people spend more time speaking or crafting a response in their head instead of actually paying attention to what the speaker is saying. I heard a quote recently that said something to the effect of, "we listen to respond, not to understand. Becoming a better passive listener is an important skill, and can be attained with the following simple steps:

1. Focus

Turn off your electronics (yes, even your phone!) and try to concentrate on the speaker. Put your laptop away, and don't respond to any distractions. Phone calls, emails, and text messages can wait.

2. Position

Face the speaker and sit in a position that tells her you're ready to listen. Keep your legs uncrossed and your arms open. Limit body movement, and lean in toward the speaker so she knows you're paying attention. There's almost nothing worse than taking the time to talk to someone who isn't displaying open body language, it's the first clue that you have a fake listener on your hands.

3. Silence

Passive listening requires little to zero verbal replies from the listener. As a listener, try to focus on the speaker's body language as well as his words. You may reply silently with a nod, or the response, "tell me more . . ." however, passive listening primarily asks the listener to remain completely quiet.

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4. Enhanced Focus

This goes along with the first step, once you've removed distractions like cell phones and personal computers further enhance your ability to practice effective passive listening by refraining from indulging in a personal internal dialog. Try to avoid crafting any kind of response to what the speaker says instead focus exclusively on his or her words and body language. Does the speaker have an open body position? Is his or her arms crossed? Do his or her words connect somehow to what he or she is saying? Without crafting a response, simply sit and passively and absorb your speaker's words, body language, and facial expressions. You'll be amazed at how much information you can glean from these simple bodily clues. Patryk and Kasia Wezowski's *Micro Expressions Training and Body Language for Lie Detection* is a great course to enable further understanding of how humans communicate using micro expressions. An understanding of the topic will help further your ability to effectively practice passive listening.

5. Lean In

Again, part of a successful passive listener's body vocabulary, leaning in tells the listener that you truly are engaged with the subject, even if you aren't responding verbally. Leaning in is an essential tool of the passive listener, and enables the speaker to relax and express him or herself more openly.

Practicing passive listening can be an effective tool in counseling, office management, and everyday interactions with friends and family. The process encourages listening without actively responding, and requires a certain level of restraint and focus on behalf of the listener. Passive listening can help improve your relationships with people and can provide both the speaker and the listener with a new appreciation for listening and communication in general. Passive listening requires the listener to sit back and focus, without crafting an immediate response, and forces the listener to concentrate his or her attention completely on the words and body language of the speaker. This listening technique encourages complete attention and a near meditative effort on behalf of the listener. Passive listening can be attained through focus, body position, and silence.

As active members of modern society, we often forget to sit back and focus on a single point or subject at any given time. We are constantly being asked to multitask and give our attention to multiple topics at once. Our phones ring, text messages chime, and our email alerts are constantly asking us pay attention.

Passive listening can help us advance our relationships and our communication skills.

Lectures:31&32

Date: 20/5/2020

UNIT V

TOPIC: METHODS TO IMPROVE LISTENING SKILLS:

In today's society, the ability to communicate effectively is becoming increasingly important. Although the ability to speak effectively is a highly sought-after skill, developing effective listening skills is often not regarded in the same respect.

In fact, listening is just as important as speaking. Being a good listener helps solve problems, resolve conflicts, and improve relationships. In the workplace, effective listening contributes to fewer errors, less wasted time, and improved accuracy. Effective listening helps build friendships and careers.

Five ways to improve your listening skills

1. Face the speaker and give them your attention:

It is difficult to talk to someone who is constantly looking around. Make sure to face the speaker, maintain eye contact, and give them your undivided attention. In Western cultures, eye contact is necessary for effective communication. Although shyness, uncertainty, or cultural taboos may inhibit eye contact, try your best to make sure the speaker knows that they have your full attention.

2. Keep an open mind:

Do not judge or mentally criticize what the speaker is telling you. Doing so can compromise your ability to take in what is being said. Never exhibit judgmental behavior, as it compromises your effectiveness as a listener. You can evaluate what was said after the speaker is finished talking, but don't do so while you are still listening to them.

Let the speaker finish what they are saying and don't be a sentence-grabber:

Interrupting the speaker or prohibiting them from finishing what they are saying can indicate disrespect to the speaker. Often, interrupting the speaker mid-sentence interrupts their train of thought and can

easily destroy a productive conversation.

3. Active listening

Active listening shows the speaker that you're interested and is an important business communication skill. Using active listening techniques helps to ensure that you correctly understand what is said.

Active listening techniques:

Paraphrasing back to the speaker what was said, to show understanding

Nonverbal cues (nodding, eye contact, etc.)

Verbal affirmations ("I understand," "I know," "Thank you," etc.)

Demonstrating concern and establishing rapport

4. Just listen:

Create a mental model of the information, whether it be a picture or an arrangement of abstract concepts. Listen to keywords and phrases and do not rehearse what you are going to say after the speaker is done talking. Think about what the other person is saying rather than what you are going to respond with. It is difficult to think of what you are going to say while also listening to the speaker. Be attentive and relaxed – don't get distracted by your own thoughts and feelings.

The Importance of Listening

Effective listening is a skill that is frequently undervalued in our society. Good communication skills require both effective speaking and listening. By being an attentive listener, you can understand more and improve relationships.

Make sure to:

Maintain eye contact and face the speaker to give them your attention

Don't be judgmental while listening

Don't interrupt the speaker

Employ active listening techniques

Think about what the other person is saying and not what you should respond with