

COMMUNICATION SKILLS

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Concept & Theory of Communication

It is the constant flow of information within and outside the company. Business communication is used to promote a product, service, or organization; to send information within the business, or to deal with issues at the customer end.

Naturally, the failure to communicate effectively can become worse in professional settings. In business transactions, especially those involving large amounts of money, a small miscommunication can affect the value of the company.

Complex messages, the withholding of information, unclear communication throughout the chain of command and lack of trust due to competition are a few barriers to communication. Effective business communication is essential for the success and growth of every organization. Unlike everyday communications, business communication is always goal-oriented.

Its main features include vocabulary mainly in the fields of trade, finance, international relations

As it is seen within the content of the organization that is what makes it purpose-oriented.

The purpose is to remain relevant in the market, to adapt to new situations, to keep the stakeholders and shareholders satisfied, and to have a loyal customer base

In early times, business communication was limited to paperwork, telephone calls, etc. But now with the advent of technology, we have cell phones, video conferencing, emails, and satellite communication to support business communication. Effective business communication helps in building the goodwill of an organization.

Concept and Theory of Communication

- Meaning, Definition, Process, Need, and Feedback.
- The emergence of Communication as a Key Concept in the corporate and global world.

To understand more about the framework of an organization we must first understand the concepts of communication

Definition:

Communication is the essence of human interaction and that is a key factor that separates us from other living things according to the **Oxford dictionary**.

It is natural to feel extremely anxious when a text is not read or replied to or to not have a phone call received.

Listed below are scholarly definitions of communication based on the different timelines.

“Communication is the process of transmitting feelings, attitudes, facts, beliefs, and ideas

between living people” – Birvenu 1987 (as a general outlook).

“Communication is a .process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals” . - William Scott – 1977 (within the corporate world).

“Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening, and understanding” . - Louis Allen – 1958 (as a holistic process with listening as a factor).

Meaning:

Communication, at its simplest, is the act of transferring information from one place to another. It may be vocally (using voice), written (using printed or digital media such as books, magazines, websites, or emails), visually (using logos, maps, charts, or graphs), or non-verbally (using body language, gestures, and the tone and pitch of voice). In practice, it is often a combination of several of these.

Communication is the transmission or the exchange of information or ideas and feelings with the help of sounds, signs, or symbols. It is the exchange of mutual understanding that begins with the receiver.

The basic functions of any organization are planning; organizing, Directing, and Controlling cannot be performed well without effective communication.

Communication skills that are used to help make it more effective are:

Interpersonal Skills: these are the skills we use when engaged in face-to-face communication with one or more other people.

Verbal Communication: it is all about what we say, which is an important way of getting our message across.

Non-verbal Communication: This includes non-verbal signals, gestures, facial expressions, body language, tone of voice, and even our appearance. These can serve to reinforce the message of our spoken words and are therefore are very important to note the social cues we see and use.

Presentation Skills: Presentations are far more than simply standing up in front of a screen and talking your way through a set of slides. They also include the ability to get your point across in meetings, both small and large, and even pitch your business idea to a potential Investor.

LSRW: Developing Listening, speaking, reading and writing is very important.

Listening Skills: this is an essential part of receiving information. When we communicate, we spend 45% of our time listening. Most people take listening for granted.

Writing Skills: is what would be displayed on any document that is created. Poorly written communication can be frustrating for the reader and potentially damaging for the author – would you buy a product from a website with spelling mistakes, or full of incomplete or unclear sentences?

Speaking Skills: This skill makes us look smart amid a pool of people who have been listening to things but are unable to express them. Oral Communication/Speaking Skills are crucial in the professional world now. The Paralanguage features of Pitch, Tone, Intonation, Accent, etc. play a big role in taking us to a good place in Speaking.

Reading Skills: Our Reading has to be fluent and we must be able to get the meaning of what we read! Reading is a Literacy Skill and it is indeed a wonderful possession for those who can decode a script. It gives you an immense amount of Knowledge.

Theory of Business Communication

Process Of Communication

Communication is an ongoing and continuous process. It never stops. We see how from The cave painting and various architectural sights depict previous ways of life. Form evolving from telegrams, letters, to digital communication today communication has adapted and changed but never stopped.

Any form of communication is incomplete if there aren't emotions with it. A major factor that helps us to understand any piece of information is the way it is put across. Even WhatsApp has the Emoji feature which is updated to express your point of view.

Depending on the situation, space, or context communication would be formal or informal. The person involved in the conversation with you would also determine that.

Communication isn't only done through words it can be verbal or non-verbal as well. Non-verbal communication includes non-verbal signals, gestures, facial expressions, body language, tone of voice, and even our appearance.

Channel or a **medium** is used to transfer the messages from one source to another. The channel could be words, expressions, sounds, etc. in a face-to-face conversation. However today's technological advancements especially now during the Covid pandemic have made us even more dependent on the internet, our gadgets, and apps to better facilitate our communication online?

Be it face to face or online any form of communication creates a cause and effect cycle. That keeps going on. Our mood, emotions, frame of mind, at that particular moment effects the way we react to things.

It is extremely important for us to remember that in any conversation we must be respectful of the social and cultural differences in society. Hurting sentiments of a community, class, caste, or race of people must be avoided. It would set a bad precedent and tarnish any further conversations.

Need For Communication

We communicate for a variety of reasons! We use communication to share information, comment, ask questions, express wants and needs, develop social relationships, social etiquette, etc. Communication is much more than wants and needs. Our main reasons for communication change over time just slightly. However, exchanging information grows through the years.

If we don't communicate with one other we won't be able to survive. There would be constant chaos. As **Darwin** stated that "*survival of fittest*" in order to see that species do not become extinct. In the same to ensure your place in this world, you must be able to survive by adapting to the new ways that are present.

Communication is needed to ensure that our social, economic, and personal needs are met. Living within a society with people of different caste, classes, religions, etc. we need to be able to live in harmony. And with today's world being cutthroat. Our economic survival is dependent on our communication.

As mentioned earlier, we do communicate to exchange information. For e.g. To decide which college to join you spoke with your friends and family, surfed the internet, and read

the website this is how you were able to understand things through the decision-making process.

It seems that there is co-operation in your relationships with people. And that way you can work in a team or delegate work to a team. In any situation, you can thrive.

Communication is very important to make sense of the world. When we see the situation during the pandemic, it is because we understood the danger of meeting many people in a school, college, or office that today we have most of our work online.

And most importantly is a way of self-expression. We use words like *bro*, *yaar*, etc. as ways that we find easier to communicate in. and that people with the same thinking are able to relate to you.

Feedback

According to **Bartol and Martin**, “*Feedback is the receiver’s basic response to the interpreted message.*”

It can be seen as information about reactions to a product, a person’s performance of a task, etc. It is used as a basis for improvement. In the process of communication feedback is an indication of successful transmission.

In terms of a product being launched in the market. There are stages of feedback that are undertaken to help achieve a perfect product before it reached the markets.

Any product begins with an idea. This is then introduced to people closest to the creators. This helps to get a response. Once it is approved the idea is taken to investors who would give their opinions on it. To gather a larger response and to find out if the people are ready to buy a product like this surveys are conducted. The product receives the comments of those who took the survey as well as the ratings. This would help in analyzing the result when it hits the shelves. And with further advice, you can increase the output or update the Product.

There are many types of feedback that help us understand the reactions of others. The main types of feedback are:

1. Positive v/s Negative:

When the efforts of a person are rewarded in a positive way and are appreciated for their work during communication. That is, it is understood and accepted by the receiver compared to if the message was wrong or not thought through it could be misunderstood or be a source of friction, disagreements, or unpleasantness.

2. Immediate v/s Delayed:

When we are talking to someone we are able to understand through their facial expressions and what they are saying if they accept or deny what is being said. However, in the case of letters, finding the responses to a survey take more time to get a reply, therefore the feedback is delayed.

3. Self-Observation v/s Observation of Others:

Understanding the way we deal with situations and people helps us to understand the concept of self-observation. To improve communication skills we must scrutinize the way we behave. There are certain people who stand out in a crowd that we aspire to become, it could be movie stars, sports players, even our parents. We try our best to become like them because we see how they deal with things, this is seen as observation of others.

4. Formal v/s Informal:

Formal feedback is usually associated with assessment tasks, like marking criteria, achievements, feedback forms and are recorded as evidence. It is planned and systematically put into the process. Compared to informal feedback which would be given by a friend or parent and isn't recorded.

5. Verbal v/s Non-Verbal:

The use of words compared to facial expressions, body language, gestures is what distinguishes verbal and non-verbal feedback. Verbal feedback is effective because it is often given during, or right after, the task. It gives an opportunity for dialogue, ensuring that they understand the feedback, enabling them to respond to it.

6. Constructive Feedback:

It is a helpful way of giving feedback that provides specific, actionable suggestions. Rather than providing general advice, it gives specific recommendations on how to make positive improvements. Constructive feedback is clear, to the point, and easy to put into action.

Constructive feedback is providing useful comments and suggestions that contribute to a positive outcome, a better process, or improved behaviors. It provides encouragement, support, corrective measures, and direction to the person receiving it.

Within the corporate sector, this type of feedback helps to:

- a) Improve employee morale.
- b) Reduce confusion regarding expectations and current performance
- c) Provide a new perspective and give valuable insight to the person receiving feedback
- d) Positively impact an individual's behavior Leadership, Feedback, and Open Communication.

The Emergence of Communication as a Key Concept in the Corporate World

Communication involves a lot more than just talking to one another. At the corporate level, it refers to all spoken and written interactions, both internally and externally. And in an age in which digital interactions rule, it's easy to create miscommunication or spread unintentional messages that can hurt a business.

Therefore to be prepared for dealing with many aspects of the corporate sector we have communication as a tool to facilitate transparency within the organization.

When working with people it is extremely important to create an element of trust this thereby creates a sense of teamwork.

As mentioned earlier to ensure a smoothly functioning business, it requires everyone to be on board with the events happening. And while the world looks at a business as a holistic unit, it is only possible if miscommunication is reduced.

Increase company branding and portfolio:

- Improve customer service.
- To increase efficiency amongst all the departments.
- To help achieve goals and targets.
- To improve and maintain internal as well as external communication.
- Guarantee loyalty.
- The impact of advertisement.
- Branding as a tool to get more customers.

Global or **International** communication is the development and sharing of information, through verbal and non-verbal messages.

To achieve effective global communication, a company must first understand the country, and their culture that affects the business you will be conducting. ... Lastly, take the meeting seriously but do not get offended by cultural traits that do not affect that process.

Types of Global Communication:

Global communication can take various forms, including global advertisements, political speeches, journalistic news stories, social media posts, press releases, books and traditional print publications, and more. Additionally, global communication is a broad area of research within academia.

One benefit of global business communication is the ability to do business with other countries and areas. Your product is no longer constrained to geographic regions or countries that speak the same language as you.

How to communicate effectively in a global world:

1. Understand that each country has different business customs. In a world as vast as ours, there are bound to be differences. And these intercultural differences and practices must be respected and be open-minded during the whole process.
2. Communication through phone or video conference allows us to transact business from a remote village to a busy city. Technology especially during the times of Covid has been a game-changer.
3. Recognize that you are communicating with actual people even if you are on the other side of the world. Being respectful of the time difference is a simple factor that can show how empathetic you are towards your clients.
4. Keep others notified as to what is happening. Your international relation is dependent on it. Even in the case of MNC's for smooth functioning, they need to be aware of what is profitable and methods that are effective.
5. Be aware of labor laws and rules of trade between different countries.

7 C's of Communication

Just imagine if you are working at a place and everyone in the place does not have proper communication skills and as a result, everyone is following their own thoughts. Will that working place be effective? No, it will not be effective, it will be a big mess. That is why is important to learn the 7 C's of communication. Here are those:

1. Concise
2. Clear
3. Correct
4. Concrete
5. Complete
6. Courteous
7. Coherent

1. Concise

Being concise means being able to convey your messages in the shortest possible words. But this doesn't mean that you provide the information less but articulating in such a possible way that you get to spread the message across everyone and that too in fewer words.

It is a necessity for business communication as this C does not involve vague words and this the message is clearly sent to everyone. Because of conciseness, you save time as well as you save a lot of costs.

As this C excludes needless and excessive words it makes the main idea or the message more understandable. For the audience also this form is more convenient and appealing.

2. Clear

Clear or clarity is very important in business communication. Through this, you are able to emphasize a specific message or a goal at that time. In business communication, you cannot achieve too much in one go. That is why you need to be clear about your ideas.

Because of clarity, the understanding of ideas becomes easier. As clarity is achieved for ideas and thoughts, the meaning of the words is enhanced. The message becomes more appropriate and exact.

3. Correct

The understanding of your audience is directly proportional to the correctness of your ideas. Because correct communication of thoughts and ideas is also an error-free form of communication. There are many ways to achieve this correctness in your sentences.

One is through a technical understanding of your thoughts and ideas. Further, the names and titles that you have mentioned should be correct. Because of correctness the confidence level of yours as well as your audience increases. It has more impact.

4. Concrete

Concreteness refers to the idea of being clear and particular. It avoids the basic fuzziness and general in your ideas and thoughts. Concreteness also adds to your confidence level.

Concreteness is supported by figures and facts thus it gives your ideas a boost. As it involves clear words only, it helps in increasing your reputation. There are little to no chances that your message is misinterpreted.

5. Complete

A message or an idea is complete when the audience has everything that they want to be informed. Also, this gives an authority to them to move to a call of action.

Complete communication generally involves the call to action, which helps the readers understand what you want to imply to them. It also includes all the facts and figures in the sentences.

Due to complete communication, the reputation is enhanced for an organization. Complete communication also involves additional information whenever or wherever it is required. Thus, it leaves no room for doubt in the mind of the readers and audiences. It also helps in persuading the audience.

6. Courteous

Courtesy is the respect that we show to others and in business communication also it means the same thing. You should show respect to your reader by having courteous communication. The individual while sending the message should be polite, sincere, enthusiastic, and reflective.

Being courteous means that you have taken into consideration the feeling receiver as well as

your own. It also shows that you are positive and your focus is on the audience. Courteous messages are not at all biased.

7. Coherent

The messages that you send should be logical and that is why coherent communication is important. The message involves certain ideas and thoughts and thus when they are coherent then only they are able to convey the main idea of the message. All the points that you have mentioned should be relevant to the topic and connected.

Further, the flow and tone of the communication should also be consistent. What does your message imply should be the main focus under the coherent message? When all the above 7 C's of communication are used, then your message becomes more effective. Practice this more to improve your business communication.

Methods of Communication

Communication: Verbal, Non-Verbal, and Visual

Verbal Communication:

Verbal communication means communication through words. We use words to share thoughts, feelings, and ideas with others. Words are meaningless unless the receiver understands them in the same meaning as intended by the sender. Words can be oral or written. When messages are sent through oral words, it is known as oral communication and when they are sent through written words, it is known as written communication.

Verbal communication can, thus, take two forms:

A. Oral communication:

Oral communication means the transmission of messages through spoken words. Most of the communication takes place orally. When people meet each other, they interact face-to-face and share their thoughts. The way we talk reflects our personality, educational background, emotional state, and relationship with the listener.

Oral communication is used:

1. By choice:

Managers transmit messages orally when they want speedy transmission of ideas.

2. Nature of information:

Highly confidential information where evidence in writing is not to be retained is generally transmitted orally.

3. Situation:

When the receiver of information does not want to read long notices, managers transmit information orally. Oral communication can be formal and informal. Formal oral communication takes place through formal presentations, group discussions, meetings, interviews, etc. Informal oral communication takes place through face-to-face conversation or telephone. Informal communication helps in maintaining healthy interpersonal relationships.

Merits of oral communication

Oral communication has the following merits:

1. Speed:

It is a fast medium of communication. It takes longer to write, despatch, and receive a letter while orally, messages can be transmitted and received simultaneously. Messages can be instantly encoded, transmitted, and decoded.

2. Feedback:

The sender can receive immediate feedback from the receiver. Doubts and clarifications can be sought at the point of discussion, thus, enhancing the efficiency of the message. Message can be reframed for better understanding and action. While feedback is more apparent in two-way communication, in one-way communication, feedback can be provided through gestures.

3. Synergy:

Two brains can think faster and better than one. 'One plus one makes eleven.' When people discuss matters orally, they arrive at better proposals and solutions that can be thought of by one man alone.

4. Economical:

It is an economic means of communication. It saves time and money on stationery and administrative staff. People at distant places can be immediately connected and actions can be initiated without delay.

5. Flexible:

If the message is not clear, the sender can change his voice, words, or tone to make it clear to the audience. Written words cannot be easily changed.

6. Personal touch:

It adds a personal touch to communication. When managers personally talk to subordinates, it carries more meaning than transmitting the same message in writing.

7. Secrecy:

Secrecy can be maintained in oral communication. Confidential information is transmitted orally so that no evidence is maintained in writing.

8. Non-verbal clues:

Actions speak louder than words. The speaker can make out through the actions of the receiver whether or not he has understood the message.

9. Inter-personal relations:

It is an effective medium of communication to develop healthy interpersonal relations amongst superiors and subordinates. Personal meetings and discussions create a healthy climate in business organizations.

Limitations of oral communication:

Oral communication suffers from the following limitations:

1. Lack of evidence:

Oral communication has no proof as nothing is evidenced in writing. Matters discussed cannot be used for future reference. Thus, where references are required for decision-making, this is not a suitable medium of communication.

2. Limited time:

Though immediate feedback is a positive feature of oral communication, the receiver has very little time to think. He may immediately say 'yes' to the proposal while actually, it may not be possible for him to act upon it.

3. Costly:

Sometimes, meetings run for hours and end up without conclusions. This results in a waste of time, money, and energy. People deviate from the agenda and discuss issues not relevant to the frame of decided subject matter. It wastes time and energy to come to the point and take relevant decisions.

4. Lengthy messages:

When messages are lengthy, it is not a suitable medium of communication. Human memory cannot retain things for long. Both sender and receiver may not be able to recall the message, it is always better to write lengthy messages.

5. Geographical locations:

It is not a suitable form of communication where sender and receiver are separated by geographical distances. Talking on the phone is costly and noisy. Traveling long distances for personal meetings may be costlier.

6. Attitudinal problems:

If sender and receiver have personal biases and prejudices against each other, oral communication becomes ineffective. They tend to find faults with others' suggestions rather than arrive at a consensus.

7. Misunderstanding:

Fraction of inattentiveness can result in loss of important information. This results in misunderstanding and varying perceptions about the message conveyed.

8. Noise:

Oral communication is prone to noise. Disturbance in telephone lines, mike connections, faxes, interference by the third person, etc. reduces the effectiveness of oral communication.

9. Assigning responsibility:

It is difficult to assign responsibility and hold people accountable for mistakes and inaccuracies in carrying out the messages as they are not recorded for reference.

B. Written Communication:

Written communication transmits messages, ideas, and thoughts in writing with documentary proof in the form of notices, letters, circulars, hand-outs, manuals, etc. In a large organization, managers interact with various stakeholders, like consumers, suppliers, Government, labor unions, shareholders, etc.

These stakeholders are separated by wide geographical distances and, therefore, managers cannot communicate with them orally. They adopt written means of communication for the smooth conduct of the organization.

It needs a lot of deliberation, effort, and thinking to put a message in writing. Similar to oral communication, written communication can be used in formal and informal channels. Fax, letters, reports, notices, etc. are the usual means for transmitting messages in writing.

Merits of written communication:

Written communication has the following merits:

1. Documentary evidence:

Written communication is a record on paper. It, therefore, has evidence for future reference. Reference to any point can be made at any point of time if matters are put in writing.

2. Legal evidence:

If disputes arise that require judicial interpretations, written information helps in maintaining legal defense.

3. Better understanding:

Messages in writing can be read as many times as the reader wants to understand the message.

4. Well-stated message:

The sender can think, analyze, and take time to put the message in writing. The message is more balanced than oral communication.

5. Wider access:

It can reach a much larger audience and geographical coverage than oral communication. In the case of mass communication, letters and newspapers can be read by a large number of people.

6. Responsibility:

Responsibility can be fixed in written communication as against oral communication. People can be held liable for mistakes, errors, and omissions.

7. Uniformity:

It maintains uniformity of policies and procedures. Oral communication is liable to different interpretations but written facts clearly specify what is expected of whom.

8. Lasting impact:

What one reads is more lasting than what one hears. Reading messages has a lasting impact on readers.

9. Noise-free:

It is free from noise. One can write and read at convenience. Internal (fans, people talking to each other) and external (loudspeakers, telephone disconnection) disturbances do not affect the efficiency of written communication.

10. Suitable for lengthy messages:

Lengthy and complex messages can be better encoded and decoded when put in writing.

Limitations of written communication:

Written communication suffers from the following limitations:

1. Writing skills:

Writing is an art. Everybody cannot put messages in writing. If the sender does not have writing skills, written communication will be of little value.

2. Paperwork:

Putting messages in writing requires a huge amount of paperwork. In many departments, files get misplaced which delays the processing of information.

3. Time:

It is a time-consuming means of communication. It is not suitable where immediate feedback is required.

4. Different interpretations:

Choice of words should be carefully made when messages are put in writing. The receiver's understanding of the words and language should be the same as that of the sender.

5. Costly:

It is a costly means of communication. A lot of time and money is spent on drafting and sending the message. In big organizations, separate mailing departments are maintained. Stationery and administrative costs are huge. The message should be so drafted that benefits outweigh the costs.

6. Lack of personal touch:

It lacks personal touch between the sender and the receiver.

7. Lack of secrecy:

Written messages cannot remain secret as they pass through a number of levels and departments.

8. Non-verbal clues:

The sender cannot read the facial expressions and gestures of the receiver. He cannot understand how well the receiver appreciates what he wants to convey.

9. Lack of flexibility:

Written messages lack flexibility as they cannot be easily changed. A lot of time and money has to be spent on changing the message. The above discussion makes it clear that oral or written medium of communication depends upon the situation.

If information is formal that does not require a personal link of the sender with the receiver, it is lengthy and needs to be preserved for future reference, or is required for legal interpretations, written communication is more appropriate than oral.

If, on the other hand, information has to be given to a small number of people who are centrally located, it is confidential and does not need to be stored for future or legal reference, oral communication is more appropriate than written. Daily, routine and informal matters are generally communicated orally while important, formal, and non-routine matters are communicated in writing.

Non-Verbal Communication:

“Actions speak louder than words” Our gestures and facial expressions can express what words cannot. We do not communicate through words alone. A pat on the back or a word of praise can motivate workers to do things that oral or written instructions cannot. In fact, body movements, gestures, voice, tones, etc. account for about ninety-three percent of our communication. Only above seven percent of communication is done through words.

Nonverbal communication takes place without the use of words. It conveys messages through body movements and audio-visual signals. It helps to understand the mental and emotional state of the sender and receiver, form impressions about attitudes and behavior of people, and, thus, helps to improve the communication. It is a less deliberate and conscious form of communication. Gestures and expressions come on their own and reflect the effectiveness of communication.

Non-verbal Communication can take the following forms:

- A. Body language (kinesics).
- B. Paralanguage.
- C. Sign language, and
- D. Space language, time language, and surroundings.

A. Body Language (kinesics):

Body language is the language of the body. It is the way our body communicates through its parts. Our face, eyes, posture, gesture, etc. reflect our attitudes, emotions, mood, feelings (positive or negative), etc. A nod of the head, blinking of eyes, waving of hands can indicate a lot about our reflexes without actually speaking anything. *“Face is the index of the mind.”* Face can tell what we are thinking without actually saying the same.

While words speak consciously, the body speaks subconsciously. It always tells the truth. We can jumble with words but not with our bodies. The body also reflects our status. In a conversation of two persons, one of whom is sitting erect and tensed and the other relaxed and strong, it can be inferred that the former is the subordinate and the latter the superior.

“We talk with our vocal cords, but we communicate with our facial expressions, our tone of voice, our whole body.” The study of messages conveyed by our body is known as ‘Kinesics’.

Our body speaks through its parts as follows:

1. Facial expression:

Face expresses what is going on inside us. The face speaks what words cannot. Fear, anger, surprise, sadness, happiness, etc. are reflected through our facial expressions. The forehead, eyebrows, cheeks, lips, etc. reflect our inner emotions. Though not very often, facial expressions give wrong signals also. A person may be frowning because of acute headaches while his co-workers may take it as a sign of resentment.

2. Eyes:

Eyes, as part of the face, express how deeply we are involved in the discussion. When two persons are talking, direct eye contact is the most effective way of expressing oneself to the

other. Raised eyebrows and eyelids express surprise or excitement. Closed eyelids may express pain or deep concentration. Fixed eyes express concentration. Long eye contact reflects an interest in the subject while brief eye contact reflects disinterest. Sometimes, eyes may send wrong signals also. Red eyes reflect anger but if a person has not slept the whole night, red eyes reflect lack of sleep and not anger.

3. Head:

Head position reflects confidence in the subject being discussed. Nodding of the head shows that the listener is understanding the speaker. Head held high is a sign of honor and self-confidence. A head bent low is a sign of modesty and politeness. In negative cases, it may even reflect shame and a sorry figure. Head posture is, thus, an important indication of non-verbal communication.

4. Gestures:

Gestures are the physical movements of arms, legs, hands, and head. They reflect meanings that are usually understood by everyone. Tapping foot reflects impatience, tapping finger reflects thinking, pounding a fist on the table reflects anger, 'V' is a sign of victory, a blink of eyes shows acceptance and twisting of lips shows disagreement.

5. Body shape:

Our body can take three shapes:

- (a) *Ectomorph*: thin and tall,
- (b) *Mesomorph*: strong, muscular and bony,
- (c) *Endomorph*: fat, round and soft.

The shape of our body reflects our physical appearance, confidence level, and character. A tall and erect body is seemingly more confident than a stout and stooping body.

6. Posture:

Posture is the way we carry ourselves. An erect posture reflects confidence, a bent posture reflects thinking, a relaxed posture reflects a balanced state of mind, sitting backward with legs apart is a sign of disinterest. The way we sit and stand reflects our attitude towards the job and the person whom we are talking to.

7. Appearance:

Physical appearance, that is, the way we dress, do our hairstyle, wear make-up, wear our shoes, etc. greatly reflects our attitude towards our job and peers. An appearance is a strong form of non-verbal communication. A pleasant appearance attracts the listeners and a non-pleasant appearance does not.

B. Para Language:

Para means 'like' and para language means 'like a language'. It is the use of non-verbal communication, which is similar to language. It is closest in meaning to verbal communication. Words convey meaning through paralanguage.

It indicates how a speaker speaks. 'Thanks' said with a sad face and 'sorry' said with a happy face do not convey the right meaning. Sarcasm, criticism, nervousness, calmness, joy, anger, etc. are reflected through the tone and pitch of the voice.

Para language facilitates non-verbal communication in the following ways:

1. Voice:

Voice is an important indicator of our personality. A soft voice indicates calmness and a hard voice indicates harshness or strictness. A clear voice indicates clarity of subject and a stammering voice indicates nervousness. Clarity of voice affects the effectiveness of communication.

Voice takes care of the following aspects:

(a) Pitch variation:

Pitch of the voice means the tone of the voice. Voice can have a high or low pitch. A person speaking at the same pitch becomes boring for listeners, howsoever interesting his subject may be. Voice modulation makes the speaker interesting. Some words also need extra stress to convey the right meaning.

High or low pitch indicates the following:

(i) Authority:

People having high authority tend to speak in a high tone and those subordinate to them tend to speak in a low tone or pitch. High authority people who are humble by nature, however, speak in low pitch.

(ii) State of mind:

People in excitement or anger speak in a high tone and those in a balanced mental state speak in a low or soft tone. "Don't raise your voice. I'll not be convinced by your shouting" reflects the high tone of a person in an angry mood.

(b) Volume variation:

Volume means loudness. Voice should be loud enough for the audience to hear.

The volume of voice is affected by the following:

(i) Mode of communication:

If the speaker is talking on the phone, his volume has to be low but if he is addressing a seminar or conference, the volume is comparatively high.

(ii) Size of audience:

A large audience or gathering requires a high volume of the speaker and a small gathering requires a low volume.

(iii) Emphasis on words:

Certain words or sentences that need special attention are spoken at a higher volume than the rest.

(c) Speed and pause:

Speed is a great contributor to voice. Speed has to vary with the subject matter being conveyed. Important matters should be discussed at a low speed so that no part of the information is skipped out. Routine and general information may, however, be communicated at a fast speed. The use of grammatical pauses (comma, full stop, question mark, exclamation mark, etc.) increases the efficiency of speed. Punctuation marks break the speed and add powerful influences to it.

Note the change in this conversation:

A: “How are you I have not seen you for long I hope everything is fine.”

B: “How are you? I have not seen you for long. I hope everything is fine.”

B’s communication is more powerful than that of A. Pauses make the speech powerful provided they are used at the right places.

(d) Non-fluencies:

Non-fluencies are the pauses that are scattered at intervals over the speech to make it more interesting and understandable. Use of words like ‘ok’, ‘all-right’, ‘Is it clear’, ‘oh’, ‘uh’, ‘um’ etc. make communication effective. They add fluency to the speech. They give breathing time to both speaker and the listener. Nevertheless, their use should be made judiciously. Using too many of these words can make communication boring.

Proper stress on words:

Proper stress on words clarify the meaning of the sentence.

(a) I am going with you:

The stress is on 'I'. It means I and nobody else is going with you.

(b) I am going with you:

The stress is on 'you'. It means I am going with none other than you.

Stress changes the meaning of sentences and conveys what the sender intends to convey.

Mixed signals:

What one wants to say and how he says must correspond with each other.

A says to B: "Please switch off the light. It's been on for hours."

B gets irritated and replies: "I switched it on just half an hour ago. How do you say it's been ON for hours?"

Though A wanted to say that the light was on for quite some time, the use of the word 'hours' miscommunicated the message.

'What' and 'How' of the message should go together to make communication effective.

Language can be improved by listening to good speakers and news channels on Television and Radio. Para language is an important supplement to verbal communication. It makes verbal communication complete and effective. It tells about the personality, position, educational background, and mental state of the speaker.

However, different signals convey different meanings in different cultures. Pauses in speech are considered good by the Japanese but Americans prefer fluency in speech. Receivers or listeners must, therefore, be open-minded and patient when they are listening to people of different cultures.

C. Sign Language:

Signs are symbols that convey almost 50 percent of what we want to say. Sign language is a non-verbal form of communication where the sender conveys the message through symbols.

Sign language can be of the following types:

1. Visual signs:

Visual signs convey messages through pictures and drawings. Ancient civilization speaks about itself through carvings and engravings on walls. The use of posters, pictures, paintings, maps, diagrams, colors, etc. is very common to convey the intended messages. Mathematical symbols like '<', '>', '=' are commonly used in solving mathematical problems. Geography and history books contain maps and charts.

Pamphlets used by the tourism industry contain pictures of famous places to give a bird's eye view to the tourist. Colors are also an important indication of messages. Red generally denotes anger, white denotes peace and green denotes progress. Pictures speak what a thousand words together cannot. They make communication effective by attracting the attention of the listener.

Presentations in seminars and conferences make ample use of visual signs through slides and graphs. Pictures make communication interesting and also reflect the cultural background of the communicator. In the business world, posters and pictures are extensively used for advertising.

However, symbols must be used cautiously when people of different cultural backgrounds are conversing with each other as different symbols could convey different meanings in different cultures. Interpretation of symbols depends upon the mindset of the speaker and the listener.

2. Audio signs:

The use of audio signals is an effective tool that supports non-verbal communication. Alarm clocks, sirens, bells, ambulances, fire brigades, and police vans have a peculiar sound that conveys standard meanings. The moment one hears the sound of an ambulance, one leaves the way even if it is not carrying any patient. (Sound of a police van signals theft somewhere). If we have to take a 3.00 p.m. flight for which we want to get up at 12 midnight, phone alarm or alarm clock serves the purpose best.

Business houses make use of different audio signals to announce emergency, lunch break, starting of the day, end of the day, call a peon, etc.

Audio signals make communication faster and more effective. They are useful in time management and streamlining the work of the organization. However, wrong use of such signals should be avoided, otherwise, they become ineffective communicators.

Sign language, thus, cannot be a complete substitute for verbal communication in all cases. It is only an important supplement to verbal communication.

D. Space Language, Time Language, and Surroundings:

The space around us, time, and physical surroundings are as important non-verbal forms of communication as verbal communication.

Their importance is discussed below:

1. Space language:

Study of communication through space around us is known as space language or 'proxemics'. Say, we are standing four feet away from our boss and communicating with him. Whether we can reduce this distance or not depends upon how close and intimate we are with him.

If we want to communicate with our friends and relatives, space language can specify the distance we would like to maintain with them and whom we would tolerate in that space. How close we are to the person with whom we are communicating, what is his status, what is our relationship with him, is reflected through the space or distance we maintain with him.

Edward T. Hall presents the space language through the following distances:

(a) Intimate space language:

This indicates a space of 18 inches between the communicators. Within this space, body language is more effective than spoken language. This space is occupied by those who are very close and intimate, like friends, relatives, or official contacts. Communication in this space is usually done through eye contact, whispers, handshakes, etc. In the official context, confidential and sensitive matters are generally discussed in an intimate space.

(b) Personal space language:

This space varies between 18 inches and 4 feet. Within this space, people talk to personal friends and visitors who may not necessarily be in very close proximity with each other. Normal conversation is carried out within this space which is personal but not confidential. In an official context, it may relate to important business decisions.

(c) Social space language:

This space varies between 4 feet and 12 feet. This is used for formal business communication. It is not affected by personal relationships, expressions, and feelings. Communication is planned and dominated by reason.

(d) Public space language:

It is a space beyond 12 feet. It is used to convey formal messages. Speaking in large seminar halls or addressing public gatherings during elections are examples of public space language. Emotions and personal biases find no place in this form of space language.

The use of space also indicates the way people wish to interact with others. People who sit in the front are active communicators while those who sit at the back are generally listeners. They are not much interested in communication.

Though space or distance between communicators largely tells about the relationships between them, it may not always be so. A doctor and a patient, a lawyer and his client sit very close to each other while communicating but their relationship cannot be described as informal.

2. Time language:

‘Time is money’. Work done in time speaks a lot about the worth of the candidate. An employee who always reaches on time reflects his loyalty and interest in the job. People who value time high are also valued highly by others. Directors and secretaries of government organizations often give appointments to people to indicate the value of time for them. Time taken to complete a task indicates the worth of the task and the person performing that task.

Time management is a widely practiced field of management today.

3. Surroundings:

Surroundings represent the physical environment in which we work. A well-furnished, carpeted, softly colored office with a well-designed layout and beautiful paintings on the walls, speaks a lot more than an office with ordinary layout and furniture. The way we decorate our homes also speaks about our taste, status, and background.

Architects and structural engineers are widely consulted to give size and decoration to the rooms that can attract business clients and also provide a positive environment to people to work. Environment or physical surroundings is an important non-financial incentive that promotes organizational productivity and profitability.

Visual Communication Skills

Refer to one's ability to communicate through the signals received by eyes. Any nonverbal communication utilizing the sense of sight is, therefore, known as visual communication.

Visual communication skills require the use of visual aids which are read or viewed for ideas and information to be communicated. For instance, graphs, charts, maps, books, posters, packaging design, screen-based media, etc. are all types of visual aids. The body gestures, facial expressions, and eye contact of an individual can also help in visual communication by conveying a message.

Therefore, whether intentional or not, visual communication is becoming an important part of our personal lives as well as professional.

Why are visual communication skills important?

With the ever-increasing need for collaborations at the workplace, the significance of effective communication is also growing. Following are some of the reasons why visual communication is important for overall communication effectiveness:

Complements verbal communication. For making verbal communication more effective and meaningful, it is always helpful to use visual tools and techniques e.g. a graph or picture. Short films and television advertisements are perfect examples of this combination.

Helps in maintaining interest and retaining information. The larger the audience, the lesser the opportunity to interact one-on-one. The use of visual aids is what can save the day by helping you grab the attention of every one amongst the audience, ensure that they remain engaged, and make them retain the delivered information. As compared to the 10% retained from information delivered through verbal communication alone, the U.S. Department of Labour suggests that people retain 65% of the delivered information if a combination of visual and verbal communication is used.

How to improve visual communication skills?

Following are some helpful tips to improve your visual communication skills:

Seek inspiration. Coming up with designs for visual communication does not necessarily require you to have the knowledge and experience of a designer. The only thing you need to do like a designer is to seek inspiration everywhere, in everything you see or do. This is important because it makes you more curious, observant, open-minded, and imaginative, helping the achievement of creativity as a state of mind.

Make it succinct. As with any other form of communication, make visual communication as comprehensive as possible. Ensure that your creativity and the message to be conveyed intersect in a manner that the information is conveyed as clearly as possible. Always remember that the basic purpose of visualization is to communicate complexity with simplicity.

Make it a treat for the eyes. This part is the most difficult because it requires maintaining a balance.

Good typography as well as the use of a visually appealing color palette can always help in making the readability of your message better, provoking the emotional response you wish to obtain.

However, overdoing any of these can cause confusion or distraction.

Dimensions of Communication

In an organization, communication flows in 5 main directions-

- Downward
- Upward
- Horizontal /Lateral
- Diagonal
- Grapevine Communication

1. Downward Communication:

Communication that flows from a higher level in an organization to a lower level is downward communication. In other words, communication from superiors to subordinates in a chain of command is downward communication. This communication flow is used by the managers to transmit work-related information to the employees at lower levels. Employees require this information for performing their jobs and for meeting the expectations of their managers.

Downward communication is used by the managers for the following purposes –

- Providing feedback on employees' performance.
- Giving job instructions.
- Providing a complete understanding of the employees' job as well as communicating to them how their job is related to other jobs in the organization.
- Communicating the organization's mission and vision to the employees.
- Highlighting the areas of attention.
- Organizational publications, circulars, letters to employees, group meetings, etc are all examples of downward communication.

In order to have effective and error-free downward communication, managers must:

- Specify communication objectives.
- Ensure that the message is accurate, specific, and unambiguous.
- Utilize the best communication technique to convey the message to the receiver in the right form.

2. Upward Flow of Communication:

Communication that flows to a higher level in an organization is called upward communication. It provides feedback on how well the organization is functioning. The subordinates use upward communication to convey their problems and performances to their superiors.

The subordinates also use upward communication to tell how well they have understood the downward communication. It can also be used by the employees to share their views and ideas and to participate in the decision-making process. Upward communication leads to a more committed and loyal workforce in an organization because the employees are given a chance to raise and speak dissatisfaction issues to the higher levels. The managers get to

know about the employees' feelings towards their jobs, peers, supervisor, and organization in general. Managers can thus accordingly take actions for improving things.

Grievance Redressal System, Complaint and Suggestion Box, Job Satisfaction surveys, etc all help in improving upward communication. Other examples of Upward Communication are -performance reports made by low-level management for review by higher-level management, employee attitude surveys, letters from employees, employee-manager discussions, etc.

3. Lateral / Horizontal Communication:

Communication that takes place at the same levels of hierarchy in an organization is called lateral communication, i.e., communication between peers, between managers at the same levels, or between any horizontally equivalent organizational member.

The advantages of horizontal communication are as follows:

- It is time-saving.
- It facilitates the coordination of the task.
- It facilitates co-operation among team members.
- It provides emotional and social assistance to the organizational members.
- It helps in solving various organizational problems.
- It is a means of information sharing.
- It can also be used for resolving conflicts of a department with other departments or conflicts within a department.

4. Diagonal Communication or crosswise communication:

Communication that takes place between a manager and employees of other workgroups is called diagonal communication. It generally does not appear on the organizational chart. For instance - To design a training module a training manager interacts with Operations personnel to enquire about the way they perform their task. The Accounts people of an organization visiting different employees in various departments for their IT calculation, bonus for workers, etc. fall under diagonal communication.

5. Grapevine Communication (Informal Communication)

Grapevine is an informal channel of business communication. It is called so because it stretches throughout the organization in all directions irrespective of the authority levels. Man, as we know is a social animal. Despite the existence of formal channels in an organization, informal channels tend to develop when he interacts with other people in the organization. It exists more at lower levels of the organization. Grapevine generally develops due to various reasons. One of them is that when an organization is facing a recession, the employees sense uncertainty. Also, at times employees do not have self-confidence due to which they form unions. Sometimes the managers show preferential treatment and favor some employees giving a segregated feeling to other employees. Thus, when employees sense a need to exchange their views, they go for a grapevine network as they cannot use the formal channel of communication in that case. Generally, during breaks in the cafeteria, the subordinates talk about their superior's attitude and behavior and exchange views with their peers. They discuss rumors about the promotion and transfer of other employees. Thus, grapevine spreads like fire and it is not easy to trace the cause of such communication at times.

Example of Grapevine Network of Communication:

Suppose the profit amount of a company is known. Rumour is spread that this much profit is there and on that basis, the bonus is declared.

CEO may be in relation to the Production Manager. They may have friendly relations with each other.

Advantages of Grapevine Communication:

Grapevine channels carry information rapidly. As soon as an employee gets to know some confidential information, he becomes inquisitive and passes the details then to his closest friend who in turn passes it to others. Thus, it spreads hastily.

The managers get to know the reactions of their subordinates to their policies. Thus, the feedback obtained is quick compared to the formal channel of communication.

The grapevine creates a sense of unity among the employees who share and discuss their views with each other. Thus, the grapevine helps in developing group cohesiveness.

The grapevine serves as an emotional supportive value.

The grapevine is a supplement in those cases where formal communication does not work.

Disadvantages of Grapevine Communication:

The grapevine carries partial information at times as it is more based on rumors. Thus, it does not clearly depict the complete state of affairs.

The grapevine is not trustworthy always as it does not follow the official path of communication and is spread more by gossip and unconfirmed report.

The productivity of employees may be hampered as they spend more time talking rather than working. The grapevine leads to making hostility against the executives.

The grapevine may hamper the goodwill of the organization as it may carry false negative information about the high-level people of the organization.

Channels of Communication

A breakdown in the communication channel leads to an inefficient flow of information. Employees are unaware of what the company expects of them. They are uninformed of what is going on in the company.

This will cause them to become suspicious of motives and any changes in the company. Also, without effective communication, employees become department-minded rather than company-minded, and this affects their decision-making and productivity in the workplace.

Eventually, this harms the overall organizational objectives as well. Hence, in order for an organization to be run effectively, a good manager should be able to communicate to his/her employees what is expected of them, make sure they are fully aware of company policies and any upcoming changes.

Therefore, an effective communication channel should be implemented by managers to optimize worker productivity to ensure the smooth running of the organization.

A. Formal Channels of Communication

The messages which are circulating on regulated, preset channels, of an organization are creating formal communication. The content of the communication is related to the organization's activity, to the work, and to anything which is related to those. Formal communication can consist of verbal messages, nonverbal messages, written, under the shape of letters, telephone messages, radio messages, printed, internal notes. Even some gestures can consist of informal communication. The messages are transmitted by the authorized ones: on official channels, these arrive at the ones who need to react, to people or machines which need to know the content of these messages.

Usually, all formal communications are recorded and kept in the organization's evidence. Are retained copies of these by the transmitter, by the receiver, by all of the desks from the organization which needs to know and keeps the information. Examples of formal communications are given by work commands, reports, and financial evidence, sales/inventory, statements referring to the company's policies, post descriptions, etc.

The formal communication network is formed out of formal channels, created by setting a formal system of responsibilities according to the hierarchical structure of the organization. The perfect network is the one that contains communication channels from the bottom up, downwards, and horizontally. Often the direction of horizontal communication is missing or it is inefficient and in this way, the accuracy of the information decreases. The situation is appearing because of the lack of permanent circulation of the information between departments, although this is vital for the organization in conditions of existent competition, or the lack of specialists in organizational communication.

The number of communication channels available to a manager has increased over the last 20 odd years. Video conferencing, mobile technology, electronic bulletin boards, and fax machines are some of the new possibilities. As organizations grow in size, managers cannot rely on face-to-face communication alone to get their message across. A challenge the managers face today is to determine what type of communication channel should they opt for in order to carry out effective communication.

In order to make a manager's task easier, the types of communication channels are grouped into three main groups: formal, informal, and unofficial.

A formal communication channel transmits information such as the goals, policies, and procedures of an organization. Messages in this type of communication channel follow a chain of command. This means information flows from a manager to his subordinates and they in turn pass on the information to the next level of staff.

An example of a formal communication channel is a company's newsletter, which gives employees as well as the clients a clear idea of a company's goals and vision. It also includes the transfer of information with regard to memoranda, reports, directions, and scheduled meetings in the chain of command.

A business plan, customer satisfaction survey, annual reports, employer's manual, review meetings are all formal communication channels.

B. Informal Channels of Communication

Informal communication arises out of all those channels that fall outside the formal channels and it is also known as grapevine. It is established around the societal affiliation of members of the organization. Informal communication does not follow authority lines as in the case of formal communication.

Informal communication takes place due to the individual needs of the members of an organization and subsists in every organization. Normally, such communication is oral and maybe expressed even by a simple glance, sign, or silence. Informal communication is implicit, spontaneous multidimensional, and diverse. It often works in a group of people, i.e. when one person has some information of interest; he passes it on to his informal group and so on.

An organization can make efficient use of informal channels to fortify the formal channels of communication. It acts as a valuable purpose in expressing certain information that cannot be channeled via the official channels. It satisfies the people's desires to identify what is happening in the organization and offers an opportunity to express dreads, worries, and complaints. Informal communication also facilitates ameliorating managerial decisions as more people are involved in the process of decision-making.

In spite of many advantages, informal communication has certain disadvantages. Informal communication contains facts, deceptions, rumors, and unclear data. The informal channels of communication may transmit completely imprecise information that may harm rather than help an organization. In addition, it is impossible to fix the responsibility for its origin or flow of information. However, for the efficient working of any organization both formal and informal communications are required.

An example of an informal communication channel is lunchtime at the organization's cafeteria/canteen. Here, in a relaxed atmosphere, discussions among employees are encouraged. Also, managers walking around, adopting a hands-on approach to handling employee queries is an example of an informal communication channel. Quality circles, teamwork, different training programs are outside of the chain of command and so, fall under the category of informal communication channels.

Functions of Communication

The most basic functions of communication in an organization are to inform, control, motivate, and emotional expression.

1. Information

An organization needs a vast amount of information to function and operate a business. The top management would require timely and accurate information for the various departments to make effective decisions. Information is dispersed throughout an organization through written or verbal communication. A human resources representative or business owner may send out a memo explaining a change in the company's health plan. A business meeting may be used as a way to communicate a new office procedure. A webinar allows a company to conduct a meeting over the Internet with employees or customers who cannot attend in person. The idea of informing within an organization is to provide data and information so that employees can effectively complete their job. The information ensures that an employee is aware of the rules and procedures of an organization. It also eliminates job uncertainty for workers when they are fully informed.

2. Control

The management of any organization will always have plans with long, medium- or long-term objectives for the months and years ahead. To achieve these objectives, the daily & monthly activities must proceed as planned in order to achieve the objectives for the period. Communication acts to control member behavior in several ways. Organizations have authority hierarchies and formal guidelines that employees are required to follow. When employees, for instance for instances are required to first communicate any job-related grievance to their immediate boss, to follow their job description, or to comply with company policies, communication is performing a control function. But informal communication also

controls behavior. When workgroups tease or harass a member, who produces too much (and makes the rest of the group look bad) they are informally communicating with and controlling the member's behavior. A company uses communication as a way to maintain control over employees and their work environment. Written human resources policies and procedures dictate how employees are permitted to act in the workplace. Job descriptions outline the parameters of an employee's job functions. Performance reviews control whether an employee receives a raise or attains a promotion.

3. Motivation

Managers use communication to motivate workers to achieve peak performance. By clarifying the expectations of employees and providing incentives for meeting or exceeding expectations, communication can help companies reach specific objectives. For example, communicating to salespeople that they'll receive a 10 percent bonus if they reach their annual sales goal, helps the company reach its overall sales goals. Communication fosters motivation by clarifying to employees what is to be done, how well they are doing, and what can be done to improve performance if it's subpar. We saw this operating in our review of goal-setting and reinforcement theories. The formation of specific goals, feedback on progress toward the goals, and reinforcement of desired behavior all stimulate motivation and require communication.

4. Emotional Expression and Interdependence

Emotional appeal is when emotions or arguments are used to persuade others instead of facts or logic. Organizations can use emotional appeals when delivering bad news. Last year, the CEO spoke to the entire company at an emergency meeting. He explained how devastated he was over the need to have a corporate downsizing. He used emotion to explain that it was better for the overall security of the company to eliminate some positions. For many employees, their workgroup is a primary source of social interaction. The communication that takes place within the group is a fundamental mechanism by which members show their frustration and feelings of satisfaction. Communication, therefore, provides a release for the emotional expression of feelings and for the fulfillment of social needs.

Technology and Business Communication

Technology has changed business in many ways, but its effect on communication is arguably the most significant. The use of technology in daily business operations is constantly

evolving, and one such example is the use of technology in business communication. Being in touch is very important to businesses, that is why it is no wonder why a lot of resources are spent in improving the communication procedures of various businesses. The revolution of the Internet has allowed businesses to have more options as far as business communication was concerned. It made the technologies of software, hardware, and network converge into one cohesive and solid system, which made the optimization of various business procedures faster. Indeed, the employees and the organizations as a whole greatly benefit from the use of technology in business. With a feasible business plan, organizations can save a lot of money and raise the level of productivity of the staff if the use of technology were well-planned and executed. Even medium-scale companies now have a chance to participate in the fierce competition among larger businesses. This is just one proof that technology in business communication is capable of increasing worker productivity. If you come to think about it, the advantages do not need an employee to undergo a radical adjustment. On the contrary, tasks are made simpler and more convenient for the user.

Communication Is Faster

Whether you need to speak with an employee who is traveling in another state or country or you need to communicate with your supplier halfway around the world, technology allows you to do so instantaneously. In fact, thanks to email and text messages, you can now send messages to people in other time zones before you forget without worrying that you will wake them up. In fact, the Internet has allowed business people to communicate easily regardless of time zone and language issues.

Expanded Communication Opportunities

Technology allows individuals to communicate and carry on a business relationship without ever meeting face to face, so people in all parts of the world now have the chance to interact with a company in a rural part of India. For example, technology allowed for the emergence of the virtual assistant, a worker who completes tasks for her client online without having ever met him, in the 20th century.

Cost-Cutting Procedures

In addition to migrating to a digital means of communicating, a business can save a lot with technological advances in business communication. Business software products that combine voice and data no longer have the need for multiple lines that can add a bulky amount to communication expenses. In addition, minimal technical support is needed since most of the installation, operations, and maintenance procedures can be done with little or no supervision at all.

Network Convenience

The use of modern technology in business communication eradicates the complexity that is involved in monitoring network traffic. This is because all the communication data travels at the same stream. Therefore, there is only one network that needs to be monitored, and this lessens the work of network administrators, giving them more time to work on other tasks. The benefits of technology in business communication are almost immeasurable since its advantages are long-term and all-encompassing. Businesses can use this to their advantage to increase productivity, raise revenues, build better relationships with customers, and survive longer in the business.

What is Netiquette?

Netiquette is a combination of the words network and etiquette and is defined as a set of rules for acceptable online behavior. Similarly, online ethics focuses on the acceptable use of online resources in an online social environment.

Both phrases are frequently interchanged and are often combined with the concept of a 'netizen' which itself is a contraction of the words internet and citizen and refers to both a person who uses the internet to participate in society and an individual who has accepted the responsibility of using the internet in productive and socially responsible ways.

What Does Good Web Etiquette Look Like?

Underlying this overall concept of socially responsible internet use are a few core pillars, though the details underneath each pillar are still subject to debate.

For Society:

Recognizing that the internet is an extension of society. The internet isn't a new world in which anything goes, but rather, a new dimension of the world around us.

Applying the same standards online as we do in public. In simple terms, this means that the values society has in place against hate speech and bigotry, child exploitation, child pornography, copyright violations, and other forms of theft, remain intact. Values around courtesy, kindness, openness, and treating others with the same respect we wish to receive should also be adhered to.

Refusing to empower abuse and harassment while online. Accepting that the laws which are currently in place to protect the rights and dignity of citizens apply online and that where needed, laws are updated to reflect these rights in the extended environment. Theft, harassment, and bullying while online is still theft, harassment, and bullying, period.

Acknowledging cultural differences. Even when national boundaries no longer apply, cultural respect and tolerance should remain. This requires finding a way to accept that the social values and norms of some netizens will not be the social values and norms of all netizens.

For Businesses:

For companies, being a good netizen, applying online ethics, and using netiquette include: Respecting rights of privacy for offline employees. Information possessed by citizens in their offline interactions should be respected.

Maintaining transparency in information policies. By taking action so that consumers can easily and quickly understand how that company is using their information and protecting them from harm, companies can provide users with a clear means of ownership and self-determination as to what is, and isn't shared about them, which strengthens the consumer relationship.

Most internet users automatically apply the same responsible respectful behavior online as they do in every other environment and by nature apply netiquette and online ethics, and are good netizens. The minority that fails to apply societal values in some or any environment- including the internet- are quickly identified as exceptions to be dealt with on a social, or criminal level. When you choose to partner with technology companies, especially for something as important as internet security, it's imperative you ensure that the partner shares your understanding of what it means to act ethically online.

Netiquette, short for network or internet etiquette, is a set of social conventions that define what is and is not appropriate behavior in the online environment. Due to the physical separation of participants in an online classroom as well as the varying experience of individuals in this environment, there are behaviors that can occur that lessen the likelihood of a healthy online learning community developing. Although what is included in a netiquette statement isn't always up to the individual instructor, there are a few guiding principles that can be employed to ensure civility:

Follow standard communication rules:

There are a number of conventions that are offensive or inappropriate in online communication, and the classroom is no exception. Whenever possible, avoid writing in all caps; using text speak, slang, or curse words; or including emojis or emoticons in your messages. Many of these conventions are acceptable in other forms of digital communication, but the online classroom is still an academic community and should be treated as such.

Avoid sarcasm:

Although a statement might seem funny to you, the reality is that written sarcasm can be extremely difficult to detect. Many online arguments have started because of a sarcastic statement that was misinterpreted, so it's best to avoid writing these messages.

Be respectful:

When sitting behind a keyboard, it's easy to forget that the messages you type are being read and received by another individual. Although it's exciting to discuss a topic that means a lot to you, it's important to remember that the classroom is an academic environment and that, as an instructor, it's your role to ensure that all students feel comfortable expressing their opinions. Maintaining a willingness to protect not only opinions but individuals, is a critical component of the online classroom.

Netiquette isn't limited to formal student-student or instructor-student interactions either—it shows up in any online interaction. E-mails, LMS messages, discussion forums, and assignment feedback should all follow standard netiquette rules. In addition, when replying to students' messages, it's critical that one do so in both a timely manner and with the inclusion of a professional signature line. This helps convey a professional image, which can be important when interacting with students you might not see.

In these communications, it's also important to remember student privacy. Student work can't be shared without permission, nor can personal information about your students. This isn't just good netiquette; it's the law.

Although good netiquette is important to the success of online interactions, it's important to note that bad netiquette has some major implications, too. If a student is ridiculed for his or her ideas, communication style, or other qualities, it's likely that he or she will shy away from sharing again. By distracting individuals from the quality of education itself, the classroom as a whole suffers. Setting expectations regarding appropriate behavior and fairly enforcing these expectations isn't a formality; it's a way of ensuring that the online classroom is a safe place to exchange ideas and opinions.

Listening Skills

Listening Skills

Listening is the ability to accurately receive and interpret messages in the communication process. Listening is key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated. If there is one communication skill you should aim to master, then listening is it.

Listening is so important that many top employers provide listening skills training for their employees. This is not surprising when you consider that good listening skills can lead to better customer satisfaction, greater productivity with fewer mistakes, and increased sharing of information that in turn can lead to more creative and innovative work. Many successful leaders and entrepreneurs credit their success to effective listening skills.

Good listening skills also have benefits in our personal lives, including a greater number of friends and social networks, improved self-esteem and confidence, higher grades at school and in academic work, and even better health and general well-being.

Studies have shown that, whereas speaking raises blood pressure, attentive listening can bring it down.

Listening is Not the Same as Hearing

Hearing refers to the sounds that enter your ears. It is a physical process that, provided you do not have any hearing problems, happens automatically.

Listening, however, requires more than that: it requires focus and concentrated effort, both mental and sometimes physical as well.

Listening means paying attention not only to the story, but how it is told, the use of language and voice, and how the other person uses his or her body. In other words, it means being aware of both verbal and non-verbal messages. Your ability to listen effectively depends on the degree to which you perceive and understand these messages.

Listening is not a passive process. In fact, the listener can, and should, be at least as engaged in the process as the speaker. The phrase ‘active listening’ is used to describe this process of being fully involved.

We spend a lot of Time Listening

Adults spend an average of 70% of their time engaged in some sort of communication.

Of this, research shows that an average of 45% is spent listening compared to 30% speaking, 16% reading, and 9% writing. (Adler, R. et al. 2001). That is, by any standards, a lot of time listening. It is worthwhile, therefore, taking a bit of extra time to ensure that you listen effectively.

The Purpose of Listening

There is no doubt that effective listening is an extremely important life skill. Why is listening so important?

Listening serves a number of possible purposes, and the purpose of listening will depend on the situation and the nature of the communication.

- To specifically focus on the messages being communicated, avoiding distractions and Preconceptions.
- To gain a full and accurate understanding of the speaker’s point of view and ideas.
- To critically assess what is being said.
- To observe the non-verbal signals accompanying what is being said to enhance understanding.
- To show interest, concern, and concentration.
- To encourage the speaker to communicate fully, openly, and honestly.
- To develop a selflessness approach, put the speaker first.
- To arrive at a shared and agreed understanding and acceptance of both sides’ views.

Often our main concern while listening is to formulate ways to respond. This is not a function of listening. We should try to focus fully on what is being said and how it's being said in order to more fully understand the speaker.

Types of Listening

Most people, most of the time, take listening for granted, it's something that just happens. It is only when you stop to think about listening and what it entails that you begin to realize that listening is in fact an important skill that needs to be nurtured and developed.

Listening is perhaps the most important of all interpersonal skills.

Effective listening is very often the foundation of strong relationships with others, at home, socially, in education, and in the workplace.

General Listening Types:

The two main types of listening - the foundations of all listening sub-types are:

- Discriminative Listening
- Comprehensive Listening

Discriminative Listening

Discriminative listening is first developed at a very early age – perhaps even before birth, in the womb. This is the most basic form of listening and does not involve the understanding of the meaning of words or phrases but merely the different sounds that are produced. In early childhood, for example, a distinction is made between the sounds of the voices of the parents – the voice of the father sounds different from that of the mother.

Discriminative listening develops through childhood and into adulthood. As we grow older and develop and gain more life experience, our ability to distinguish between different sounds is improved. Not only can we recognize different voices, but we also develop the ability to recognize subtle differences in the way that sounds are made – this is fundamental to ultimately understanding what these sounds mean. Differences include many subtleties, recognizing foreign languages, distinguishing between regional accents, and clues to the emotions and feelings of the speaker.

Being able to distinguish the subtleties of sound made by somebody who is happy or sad, angry or stressed, for example, ultimately adds value to what is actually being said and, of course, does aid comprehension. When discriminative listening skills are combined with visual stimuli, the resulting ability to 'listen' to body language enables us to begin to understand the speaker more fully – for example recognizing somebody is sad despite what they are saying or how they are saying it.

Comprehensive Listening

Comprehensive listening involves understanding the message or messages that are being communicated. Like discriminative listening, comprehensive listening is fundamental to all listening sub-types.

In order to be able to use comprehensive listening and therefore gain understanding the listener first needs appropriate vocabulary and language skills. Using overly complicated language or technical jargon, therefore, can be a barrier to comprehensive listening. Comprehensive listening is further complicated by the fact that two different people listening to the same thing may understand the message in two different ways. This problem can be multiplied in a group setting, like a classroom or business meeting where numerous different meanings can be derived from what has been said.

Comprehensive listening is complimented by sub-messages from non-verbal communication, such as the tone of voice, gestures, and another body language. These non-verbal signals can greatly aid communication and comprehension but can also confuse and potentially lead to misunderstanding. In many listening situations, it is vital to seek clarification and use skills such as reflection aid comprehension.

Specific Listening Types

Discriminative and comprehensive listening are prerequisites for specific listening types.

Listening types can be defined by the goal of listening.

The three main types of listening most common in interpersonal communication are:

- Informational Listening (Listening to Learn)
- Critical Listening (Listening to Evaluate and Analyse)
- Therapeutic or Empathetic Listening (Listening to Understand Feeling and Emotion)

In reality you may have more than one goal for listening at any given time – for example, you may be listening to learn whilst also attempting to be empathetic.

Informational Listening

Whenever you listen to learn something, you are engaged in informational listening. This is true in many day-to-day situations, in education, and at work, when you listen to the news, watch a documentary, when a friend tells you a recipe, or when you are talked through a technical problem with a computer – there are many other examples of informational listening too.

Although all types of listening are ‘active’ – they require concentration and a conscious effort to understand. Informational listening is less active than many of the other types of listening. When we’re listening to learn or be instructed we are taking in new information and facts, we are not criticizing or analyzing. Informational listening, especially in formal settings like in work meetings or while in education, is often accompanied by note-taking – a way of recording key information so that it can be reviewed later.

Critical Listening

We can be said to be engaged in critical listening when the goal is to evaluate or scrutinize what is being said. Critical listening is a much more active behavior than informational listening and usually involves some sort of problem-solving or decision-making. Critical listening is akin to critical reading; both involve analysis of the information being received and alignment with what we already know or believe. Whereas informational listening may be mostly concerned with receiving facts and/or new information - critical listening is about analyzing opinions and making a judgment.

When the word ‘critical’ is used to describe listening, reading, or thinking it does not necessarily mean that you are claiming that the information you are listening to is somehow faulty or flawed. Rather, critical listening means engaging in what you are listening to by asking yourself questions such as, ‘what is the speaker trying to say?’ or ‘what is the main argument being presented?’, ‘how does what I’m hearing differ from my beliefs, knowledge or opinion?’. Critical listening is, therefore, fundamental to true learning.

Many day-to-day decisions that we make are based on some form of ‘critical’ analysis, whether it be critical listening, reading, or thought. Our opinions, values, and beliefs are based on our ability to process information and formulate our own feelings about the world around us as well as weigh up the pros and cons to make an informed decision.

It is often important when listening critically, to have an open mind and not be biased by stereotypes or preconceived ideas. By doing this you will become a better listener and broaden your knowledge and perception of other people and your relationships.

Therapeutic or Empathic Listening

Empathic listening involves attempting to understand the feelings and emotions of the speaker – to put yourself into the speaker’s shoes and share their thoughts.

Empathy is a way of deeply connecting with another person and therapeutic or empathic listening can be particularly challenging. Empathy is not the same as sympathy, it involves more than being compassionate or feeling sorry for somebody else – it involves a deeper connection – a realization and understanding of another person’s point of view.

Counselors, therapists, and some other professionals use therapeutic or empathic listening to understand and ultimately help their clients. This type of listening does not involve making judgments or offering advice but gently encouraging the speaker to explain and elaborate on their feelings and emotions. Skills such as clarification and reflection are often used to help avoid misunderstandings.

We are all capable of empathic listening and may practice it with friends, family, and colleagues. Showing empathy is a desirable trait in many interpersonal relationships – you may well feel more comfortable talking about your own feelings and emotions with a particular person. They are likely to be better at listening empathetically to you than others, this is often based on similar perspectives, experiences, beliefs, and values – a good friend, your spouse, a parent, or sibling for example.

Other Listening Types

Although usually less important or useful in interpersonal relationships there are other types of listening, these include:

Appreciative Listening

Appreciative listening is listening for enjoyment. A good example is listening to music, especially as a way to relax.

Rapport Listening

When trying to build rapport with others we can engage in a type of listening that encourages the other person to trust and like us. A salesman, for example, may make an effort to listen carefully to what you are saying as a way to promote trust and potentially make a sale. This type of listening is common in situations of negotiation.

Selective Listening

This is a more negative type of listening, it implies that the listener is somehow biased to what they are hearing. Bias can be based on preconceived ideas or emotionally difficult communications. Selective listening is a sign of failing communication – you cannot hope to understand if you have filtered out some of the messages and may reinforce or strengthen your bias for future communications.

Barriers to Effective Listening

To improve the process of effective listening, it can be helpful to turn the problem on its head and look at barriers to effective listening, or ineffective listening.

For example, one common problem is that instead of listening closely to what someone is saying, we often get distracted after a sentence or two and instead start to think about what we are going to say in reply or think about unrelated things. This means that we do not fully listen to the rest of the speaker's message.

This problem is attributed, in part, to the difference between average speech rate and average processing rate. Average speech rates are between 125 and 175 words a minute whereas we can process on average between 400 and 800 words a minute. It is a common habit for the listener to use their spare time while listening to daydream or think about other things, rather than focusing on what the speaker is saying. Of course, the clarity of what the speaker is saying can also affect how well we listen. Generally, we find it easier to focus if the speaker is fluent in their speech, has a familiar accent, and speaks at an appropriate loudness for the situation. It is more difficult, for example, to focus on somebody who is speaking very fast and very quietly, especially if they are conveying complex information. We may also get distracted by the speaker's personal appearance or by what someone else is saying, which sounds more interesting. These issues not only affect you, but you are likely to show your lack of attention in your body language. Generally, we find it much harder to control our body language, and you are likely to show your distraction and/or lack of interest by lack of eye contact, or posture. The speaker will detect the problem, and probably stop talking at best. At worse, they may be very offended or upset.

BARRIERS TO COMMUNICATION

INTRODUCTION

Communication is one of our basic needs. We are required to communicate with many people for personal and professional purposes. But while communicating we may face many hurdles or problems. Sometimes the message is not passed properly or gets lost. There are chances of misunderstanding between the sender and the receiver. Sometimes the language used in the communication is not understood properly. This results in Communication breakdown or communication failure. There are many reasons behind the problems in the communication process. Let's study the Communication Barriers in detail.

Definition of the Barrier to Communication

'Any obstacle or problem in the process of Communication which hinders/obstructs the process of Communication is called Barrier.'

Barriers are part of the process of Communication. Whenever we are communicating, we encode and decode. We use various channels for passing messages. At any level or at any moment or stage there can be problems in the communication process. Sometimes the sender may not use proper language that the receiver will understand. The receiver may not be able to Decode properly. There can be a lot of noise in the surrounding which can disturb us. It rarely happens that barriers do not arise in the communication process. Many times, barriers arise in the minds of the sender and receiver. The intended messages are not sent to the receivers.

Types of Barriers

We face many barriers while communicating. These barriers can create obstacles in the communication process. These barriers are classified into the following types:

1. Physical or Environmental Barriers:

The Barriers in the surrounding or in the environment are the physical barriers.

2. Language/Semantic or Linguistic Barriers:

Barriers arising due to the different language or differences in language can create problems in communication. Semantic Barriers mean the problems arising because of the different meanings of the words.

3. Psychological Barriers:

Barriers or problems arising due to stress or psychological problems are psychological barriers. It is difficult to accept and overcome these barriers.

4. Socio-Cultural Barriers:

Due to differences in social status or cultural barriers many times we face differences in communication. These are socio-cultural barriers.

Q. What is the meaning of Physical Barriers/Environmental Barriers? Give examples of Physical Barriers.

1. Physical Barriers:

Many barriers arise in the surroundings or our environment. These barriers create problems or confusion in communication.

Noise:

Traffic Noise or noise of machines in factories creates disturbances in communication. Noise pollution is the biggest contributor to environmental pollution in India.

Time and Distance:

Physical distances between people can create major problems in communication. Time zones around the world are not the same. Due to differences in timings between countries we have to adjust with the time difference of that country.

Defects in Communication Systems:

Many times, the instruments or machines used in communication such as Telephones, Fax or Computer can develop problems. The network of the Internet can fail or the Mike or Microphone used in the programs can create a loud noise. Due to excess rains or natural calamities, it becomes difficult to use the instruments properly. The failure of Electronic power also results in communication loss or messages are not sent properly.

Wrong Selection of Medium:

Medium means the objects used in communication eg. Emails, Mobile Phones Telephones, etc. The correct medium is necessary. The improper use of some machines such as Emails can delay the messages.

High Temperature and Humidity:

Excess Temperature or heat or cold Temperature create difficulties in communication. Many times human physical defects such as stammering, bad hearing, failure of communication channels, and bad handwriting also create misunderstanding in learning the message.

Q.What is the meaning of Language or Semantic Barrier?

2. Language Barriers:

Barriers arising due to differences in languages, word meaning or pronunciation can create confusion among the people. Linguistic means related to the language. Semantic means the meaning of the words. Following are some of the examples of language barriers.

Different Languages or lack of Common Language can create obstacles in Communication. A person who does not understand the native language or even a foreign language cannot communicate well. This becomes a very difficult situation.

The multiplicity of words:

Words can have different meanings. Word power is a gift to human beings but at the same time, multiple-meaning or spellings of the words can create problems in communication.

Words with similar pronunciation but different meanings [Homophones]also create problems in communication. E.g. Except-accept, fair-fare, council-counsel, principal principle[etc].

Jargon words [Technical words] used by professionals such as Engineers/Doctors or any other professionals. Many times, jargon words are used unintentionally. But common people or those who do not understand the meaning of these words face problems.

By-passed Instructions:

This means many times short cuts are used while passing the messages. Eg. A Manager ordered the newly appointed secretary to go and burn the C.D.She literally burned it. He meant to copy the C.D.

Q. What is the meaning of Psychological Barrier?

3. Psychological Barriers:

Psyche means mind. Psychological barriers arise in the minds. The human mind is a very complex thing to understand. We face many conflicts due to situations or surrounding events. So, these barriers are bound to arise. But the real problem is that people do not accept that these barriers exist in their minds. Due to status, old age, and ego problems many times psychological barriers are created. These are difficult to overcome. Because people do not accept that they face barriers or they lack the proper understanding to face the world. The following are situations or examples of psychological barriers.

Ego:

'I' Attitude means I am feeling great and can create a barrier in my mind. Ego barriers create conflict in human relations.

Prejudice:

Bias [wrong opinion] about people on the basis of community, caste, religions, or on a personal basis is very negative for communication. Prejudice can hamper communication.

Emotions and feelings:

Emotional Disturbances of the sender or receiver can distort[change] the communication.

Halo Effect:

Like or dislike about a person can create a halo or horn effect. This can affect communication.

Self-Image:

Positive or Negative image about self is the way of looking at the world. A negative self-image can destroy or hamper communication. Such people always think negatively and do not look at things or events properly.

Filtering in Messages:

Messages are filtered [changed] intentionally. We always try to defend ourselves or protect ourselves during some problems so that many times messages are changed by the inferiors

Closed Mind:

Most of the time our minds are closed or not able to learn new things. With old age or a change in attitude, this problem is observed. This is also a very barrier to communication.

Status:

Status creates barriers in the employees. Higher or lower status creates obstacles in thinking or mixing with people. People keep their distance while communicating due to status barriers.

Perceptions:

The way we look at the world or attitude determines our Communication strategy. Wrong or negative perceptions can create difficulty in communication. People who have negative perceptions or think negatively look at everything or event negatively.

Poor Retention:

The ability to retain the message or remember is important. But if it is poor then communication becomes difficult.

Interest and Attitudes:

Interests and Attitudes of people determine communication strategy. Lack of interest or wrong attitude can lead to improper communication.

Day-Dreaming:

Many students have habits of dreaming or thinking about something else when some lecture is going on or talk is going on. This obstructs the communication and messages are not reached properly.

Q. What is the meaning of the Socio-cultural Barriers?

4. Socio-Cultural Barriers:

Culture is a way of life, values, or principles. Cultural differences between people can create barriers. Different religious practices are followed around the world. Many times differences in the culture can create misunderstandings in communication. Due to globalization and liberalized policies in business, people around the world are traveling and working in multinational corporations or companies. This led to mixing or intermingling between people but due to differences in language, religious practices, dressing styles, food habits many times people get confused and are not able to understand each other properly. This led to a communication failure. The following are examples of socio-cultural barriers.

Concept of Time:

Time is not perceived similarly across cultures. In Western culture Time is important. In Asian culture, Time is taken leisurely. The concept of punctuality differs in cultures. Assumptions about social strata or caste system. The caste system is observed in India. But in every culture, some kind of differences in the society in the form of religion, community differences or sects, or class division is observed. We should not always assume someone is superior or inferior because of caste or class system.

Etiquettes and Mannerisms:

In every society or culture different types of mannerisms are observed. This includes rules of behavior or how to follow a certain code of conduct. Different forms of address and salutation or different methods of dressing [formal or informal wearing] are observed. This can be confusing sometimes.

Food preparation methods or serving methods are not the same. There are certain expected norms of eating food in meetings. These are called dining etiquettes.

Body Language [Non-Verbal Behavior] methods around the world are not the same. There can be misunderstandings because of this.

Proximity [Concept of Space] differs from culture to culture. In some cultures, close distance between people is not approved. In some cultures, close distance is accepted.

A value system is not the same across cultures. Values good behavior or ethical principles guide our life. But the methods of these value systems are not the same around the world.

How to overcome the Barriers?

Physical Barriers:

By overcoming defects in communication systems, by controlling noise, physical distance Physical Barriers can be overcome to some extent. Though we can't overcome some physical barriers such as time, distance, or defects in machines, we can control Physical barriers to some extent. Efforts are required by all people to overcome physical barriers.

Language Barrier:

A lot of effort is required to overcome Language Barriers. There should be respect for any language before learning a new language. It requires many efforts to learn a foreign language. So by learning the correct pronunciation and accent and improving vocabulary [word power] we can master a language. We have to improve listening skills and then only language can be understood properly.

Psychological Barriers:

It is true that psychological barriers are difficult to overcome or solve. There must be acceptance of one's mistakes or limitations. This will lead to an understanding of human life. People do not accept their faults or limitations. This leads to many problems. We have to be humble and respectful towards other people. Many times, the sender and the receiver are not in the proper frame of mind. So, this creates problems in Communication. Misunderstanding, lack of interest, mental and physical disturbance can cause problems because of that. Efforts should be taken by superiors and all reporting people to overcome the problems.

Socio-Cultural Barriers:

These Barriers can be overcome by proper study of other cultures. It is very much essential to learn new cultural values observe people and accept their cultures. We have to develop open-mindedness in this regard. We have to understand the mannerisms of other people.

Business Communication

Business Letter Writing

Points to remember:

- Plan your letter before you start writing to make sure it says everything you want to say and says it in a logical sequence.
- The layout and presentation of your letter are important as they give the reader the first impression of the firm's efficiency.
- Ask yourself if the letter represents your organization in a correct way.
- Accuracy is important. Pay special attention to titles, names, addresses, prices and specifications, enclosures.
- Ask yourself if the recipient will understand your letter quickly.
- Include just the right amount of information in your letter (better include too much than too little).
- Use a simple but polite style of language. Beware of idioms.
- With very few exceptions, business correspondence is being word processed in most places of business.
- Your letter should be clear. Take care with abbreviations and figures.

Elements of a business letter:

- Letterhead or Return Address,
- Date Line,
- Personal or Confidential Notation,
- Inside Address,
- Attention Line,
- Salutation,
- Subject or Reference Line,
- Body or Text,
- Complimentary Close,
- Signature,
- Name and Title Lines,
- Identification Line,
- Enclosure Line,
- Copies Line,
- Postscript.

A Letter Sample

Sender's address/Business Letterhead	➤ Bredgade 51 DK 1260 Copenhagen K. DENMARK
Date	➤ November 27, 2013,
Inside address	➤ Soundsonic Ltd. 25 Warwick House, Warwick Street, Forrest Hill, London SE23 1JF UNITED KINGDOM
Attention line	➤ For the attention of the Sales Manager
Subject title	➤ Quadraphonic sound systems
Salutation	➤ Dear Sir or Madam,
Body of the letter	Please would you send me details of your quadraphonic sound systems which were advertised in the April edition of Sound Monthly. I am particularly interested in the Omega range of equipment that you specialize in. • Looking forward to hearing from you
Complimentary close	➤ Yours faithfully,
Signature	➤ B. Kaasen (Ms)
Title (p.p.)	➤ Production Manager
Enc. : Encl.:	➤ Bill of lading (5 copies) Bill of exchange (1 copy)
Copies	➤ c.c. Messrs. Poole & Jackson Ltd. Solicitors

Tips:

- The elements of a letter should be neither too widespread nor too dense.
- If your letter is brief, use larger fonts. It will look better.
- The format should convey information clearly and logically, reflecting your organization's style.

Letterhead:

A good letterhead should be:

- readable, informative, and attractive BUT not too attention occupying

Mandatory elements:

- firm name,
- address (including zip code and area code)
- telephone number, www.

Optional elements:

- a logo,
- the executive's name, and title,
- a list of board directors or other governing bodies.

Date:

The date is written below the sender's address, sometimes separated from it by a space.

Two most common forms:

- November 27, 2009,
- 27 November 2009

The month is never abbreviated, the day is never spelled out, and endings for numbers (27th) are not usually used.

The shortened date can also be used:

- 11/27/2009
- 27/11/2009

Confidential or personal notation

Example:

Private & confidential

- Below the date but above the address of the person you are writing to (recipient)

- Between the dateline and the inside address.
- The same notation should be put on the envelope.

Inside address:

The address of the recipient:

Soundsonic Ltd.
25 Warwick House, Warwick Street,
Forrest Hill,
London SE23 1JF
UNITED KINGDOM

- Always on the left and single-spaced.
- The recipient's name (if stated) is followed by the company's name, the department or division, the street address, city postal code, and country
- If one of the lines is very long, but half of it on the next line, indenting two or three spaces.

Recipients:

- The recipient's name (if stated) and the title are separated by a comma
- The title can be underneath the name or omitted.
- If you are writing to more than one person, make a list of the names in alphabetical order.

Attention line:

Example:
Attn: Sales Manage

- This is used when you do not know the name of the person you are writing to.
- This line can also be printed before the address of the company.

Subject title:

Example:

SUBJECT: Quadraphonic sound systems

The subject title

- Provides a further reference,
- Saves introducing the subject in the first paragraph,
- Immediately draws attention to the topic of the letter,
- Allows the writer to refer to it throughout the letter,
- Quickly identifies the purpose of the letter,
- Should be less than one line/ one or two words.

Reference line:

Example:

Ref No: 99887/09

- References indicate what the letter refers to (Your Ref.) and the correspondence to refer to when replying (Our Ref.).
- When referring to an order number or to a reference number used by you or your recipient, make sure you quote all references accurately.

It can be placed instead of the subject title.

Salutation:

Example:

Dear Sir,

Dear Sirs,

Dear Madam,

Dear Sir or Madam,

Dear Mr. James,

- Should be written below the address and with a space of one or two lines before the body of the letter.
- It is followed by a comma (,) or a colon (:), which is optional.

Body of the letter:

Deals with:

- how much information to give,
- how to plan a letter,
- what sort of style to use,
- how to make a letter as clear, informative, and accurate as possible.

Length:

The length depends on:

- the subject of the letter
- the style and the language used.
- The right length includes the right amount of information

Sequence:

- All the necessary points should be made in a logical sequence
- Each piece of information links with the previous one in a pattern that can be followed.
- SO, put the ideas and information in logical order.

Style:

- Avoid slang, jargon, buzz words, and elitist language.
- Avoid the passive voice. Use the active voice and active verbs.
- Use full forms.
- Be brief. Give short but clear explanations, instructions, reasons. Be specific. State the facts.
- Be pleasant, positive, lively, and encouraging.
- Use the word “you” in the opening sentence, but avoid using too many “you” -s in your letter.
- “I” -s should be used when you are speaking about yourself.
- “We” -s should be used when speaking on behalf of your company or a group of associates.

First paragraph:

- State the main idea in the first or second sentence of your letter.

- These sentences should catch the reader's eye and get him to react to your letter.

In the first paragraph, you will:

- Thank your correspondent for his letter (if replying),
- Introduce yourself and your company if necessary,
- State the subject of the letter, and

Set out the purpose of the letter.

The second paragraph:

It is the main part of the letter

It is concerned with:

- points that need to be made,
- answers you want to give, or
- questions you want to ask.

Final paragraph:

When closing the letter

- Thank the person for writing, if you reply.
- Encourage further inquiries and correspondence,
- Mention that you look forward to being hearing from the person soon.
- Important issues from the previous paragraphs may be restated.

Complimentary close:

Example: Yours sincerely, Yours faithfully,

Yours truly, Truly yours, (Am.)

- If the letter begins Dear Sir, Dear Sirs, Dear Madam, or Dear Sir or Madam, it will close with Yours faithfully.
- If the letter begins with a personal name (Dear Mr. James), it will close with Yours sincerely.
- Leave one line between the body of the letter and the complimentary close.

Signature:

- The signature block consists of your typed name, your handwritten signature, and your position in the firm.
- The handwritten signature should be between the complimentary close and the typed name and title.

Name and title:

- Four or more spaces should be left below the complimentary close for your name and title.
- A courtesy title (Mr., Mrs., Miss, Ms.) may be included.
- Omit the name and title if they appear on the letterhead.

Enclosures:

- Small enclosures (checks, folded flyers, business cards) are placed inside the folds of the letter.
- To safeguard against overlooking them include an enclosure line in your letter.
- When your enclosures are bulkier, use an appropriately sized manila envelope.

Enclosure line:

Enc. : or Encl.: Bill of lading (5 copies)

- Enclosures may include leaflets, prospectuses, CVs
- They can be mentioned at the bottom of the letter after Enc. or Encl.
- If there are a number of documents, these are listed.

Copies line - c.c. (carbon copies)

Example:

C.c. Mr. Jones

- C.c. is written when copies are sent to people other than the named recipient.
- put c.c. and list the individuals receiving the copies of the letter by full name and title.
- b.c.c. (blind carbon copies) is written on the copies themselves (not on the top copy) if you do not want the named recipient to know that other people have received copies.

Postscript:

Example:

P.S.

- A note for additional attention is usually put on the left, two or three lines below the last line.

Letter Formats

Block Format

- In block format, everything including your contact information, the date, the employer's contact information, the body of the letter, and the greeting and closing, is all left-justified. It gives a clean and professional look to your letter.
- In block format, the letter is single-spaced, with the exception of a space between each paragraph (as well as a space above and below the date, and above and below the salutation and signature).

SAMPLE THANK YOU LETTER (After the Job Interview)
Full Block Letter Format

Your Contact Information	239 Arch Street Philadelphia, PA 19106 215-555-3524
Company Information	May 30, 2003
Professional Greeting	Robert Morris Human Resource Manager Five Point Star Financial Group 1776 Market Street Philadelphia, PA 19103
First Paragraph: Brief thank you for the interview. State position and date.	Dear Mr. Morris:
Second Paragraph: Using information about the position gained from the interview, state your qualifications. Refer to points discussed during the interview.	I enjoyed interviewing for the Loan Officer position with you yesterday. My financial skills and strong customer service experience make me a strong candidate for this position. I especially enjoy working with first time buyers and assisting them in a process which results in a new home for them. One clear bonus for me to working for Five Point Star Financial Group is the diversity of loans and mortgages which your company processes each year. My strengths in coordinating workshops, handling complicated paperwork and ability to maintain and develop customer relationships are a good match for the requirements as we discussed them on Tuesday.
Third Paragraph: Confirm your interest in the position.	I look forward to hearing from you within the week about my candidacy for the Loan Officer position. I am very eager to join the Five Star Financial Group in this position.
Closing	Sincerely, Elizabeth G. Ross (sign with pen) Elizabeth G. Ross

Modified Block Format

- In addition to regular block format, there are similar, but somewhat different options you can also use for resume cover letters, such as modified block and semi-block format. With the modified block format, your name, address, and date are on the top right, and the closing and your signature are on the bottom right. The employer's contact information (and the remainder of the letter) is left justified.
- To get the information such as your name, address, date, closing, and signature on the right side of the page, begin writing at the center of the page. It's a slightly more informal format for a letter and is a format you can use with someone with whom you are at least somewhat familiar.

Modified Block Style Personal Business Letter

Your address should start 2" from the top of the page. If you have a letterhead that contains your address, start the date here instead. Your return address, date, and salutation should start in the center of the page.

(hit enter 5 times or enter down for 1" after keying in the full date.

Your Address
Your City, State Zip (Hit enter twice)

Today's Date - Year, Month, Day

If you choose to indent at the beginning of a paragraph, use either 5 spaces or a ½ inch tab.

Company Name
Company Address
City, State Zip (Hit enter twice)

Dear Order Department: (Hit Enter twice)

XXXXXXXX X XXXX XXX X XXXXXXXXXXXXXXXXXXXX XXX XXXXXXXXXXXXXXXXXXXXXXXX
XX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX (Hit enter twice)

XX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX (Hit enter twice)

XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX XXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX (Hit enter twice)

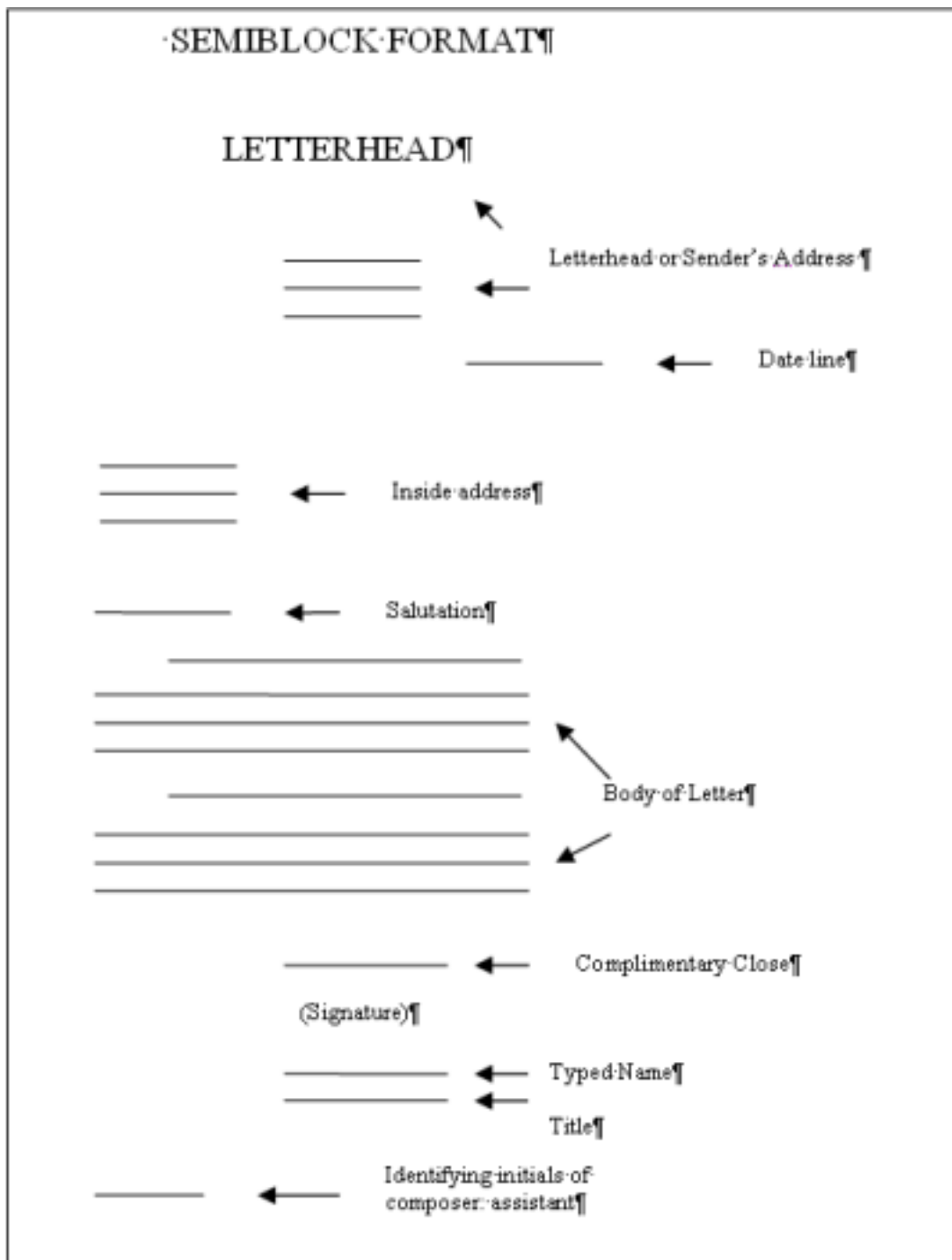
Sincerely, (Hit enter 4 times)

Your handwritten signature goes here.

Your Name

Semi-Block Format

- A third option is a semi-block format. Like the modified block format, your name, contact information, and the date are on the top right, and the sign-off and signature are also on the right. However, there is also an indentation at the start of each paragraph. It's the most informal letter format.



Sample Letters

SAMPLE APPLICATION LETTER

2340 University Avenue
Green Bay, WI 54311

September 22, 200X

Jacqueline C. James
Program Director
Fox Valley Autism Center
309 De Witt Street
Appleton, WI 54911

Dear Ms. James:

After reading the Family Advocate listing available with Fox Valley Autism Center on the Career Services' Phoenix Recruitment Online, I have become quite interested in this position. A senior at the University of Wisconsin-Green Bay, I will complete my Bachelor's Degree in Human Development in May 20XX. The prospect of joining your staff in this role would be a welcome and exciting challenge.

Over the past semester, I have had the opportunity to participate in an internship with the Wisconsin Early Autism Project. This involved working one-on-one with autistic children on cognitive and behavioral issues, and participating in staff meetings to review therapy plans. Through this experience, I have demonstrated the ability to work independently as well as become a valued team member. In addition to my internship, my communication and leadership skills have been cultivated through my extracurricular involvement and conducting class group projects and presentations. Through this combination of skills and experience, I am confident that I could be an asset to your staff in the Family Advocate position.

My resume is enclosed for your review. If you have questions or wish to arrange an interview, I may be reached at (920) 639-XXX. Thank you for your time and consideration.

Sincerely,

Lisa J. Hall

Lisa J. Hall

Enclosure: Resume

Recommendation Letter

Dear **[Name of Employer]**:

I am pleased to write a letter of recommendation for **[name of student]**. I highly recommend **[name of student]** to your organization for the position of **[job title]**.

I have known **[name of student]** for the past **[number of months, semesters, years]** as **[he/she]** has taken the following courses that I teach: **[list courses, give brief description of content of course]**. As **[his/her]** professor, I have had an opportunity to observe **[his/her]** participation and interaction in class and to evaluate **[name of student]'s** knowledge of the subject matter. **[He/she]** is and outstanding student in all respects. **[Name of student]** has proven that through hard work, follow through, and team work, **[he/she]** can accomplish tasks in a courteous and timely manner.

[Give one or two specific examples of the student's performance. Also, list other activities that the student is involved with at the university and outside of the university. Point out the areas in which this individual has learned had the chance to grow in with these opportunities.]

[Name of student] is well equipped to grow from challenges that **[he/she]** is presented with. **[His/her]** **[List three key traits (examples: patience, teaching ability, strong computer programming skills...)]**, prepare **[him/her]** beautifully for your **[company/organization]**. I strongly suggest making **[name of student]** a member of your team at **[list company name]**.

Sincerely,

To: Mohammad Eshaq Zeerak
Head of the GRSP organization

Ref:
Date:

Kabul _ Afghanistan

26th July 2009

Ref: Letter of Appreciation

Dear GRSP Colleagues,

The National Solidarity Program (NSP) is the first project of its kind and scale to be implemented in Afghanistan. NSP was conceived, designed, and initiated by MRRD and has been extended to all districts in 34 provinces of Afghanistan. It is financially backed by the World Bank and other donors. These resources are administered by NSP and are used to provide block grants to CDCs.

The ingenuity of NSP's approach is that it ensures that communities are able to institute broad-based and inclusive decision making through Community Development Councils (CDCs). The develop of CDCs is facilitated by 29 National and International partner organizations.


As GRSP had made excellent progress in achieving the benchmarks expressed in the agreement with NSP. Indeed, GRSP, in an evaluation of FP performance, ranked first among all FPs.

Therefore, I would like to congratulate GRSP colleagues for this excellent performance..I appreciate GRSP's great services to MRRD /NSP and its superior performance in meeting the target achievements in all cycles and provinces where GRSP has been a Facilitating Partner of NSP.

I thank you for your determination and enthusiasm towards making NSP a success and appreciate your ongoing commitment to NSP and to the people of Afghanistan.

I give you my best wishes for your future endeavors to continued success. I hope GRSP will maintain its high quality of performance in its future engagements with MRRD/NSP.

On Behalf of NSP team
Mohammad Tariq Ismati
Executive Director – NSP



RESIGNATION LETTER

Your Name
Your Address
Date

Your Managers Name (e.g. John)
Managers Title
Company Address

Dear John,

I would like to resign my position as (job title) with (company name) to leave (date).

I would like to take this opportunity to say that making this decision has been difficult, as working at (company name) has been such a positive experience and one for which I am grateful. I have gained much here and have enjoyed working with you and my other colleagues in (department/section/project).

However, I am excited about the new position I am undertaking and my decision is irrevocable as I am now legally bound by having signed a contract.

I am conscious of the need to provide support to the (name of the department) until my departure and I shall give my full commitment until then.

I wish (department and company) every success in the future and thank you for the opportunities I have been given during my time here.

Yours sincerely,

Your Name and Signatures

Cc: Human Resources Manager

Sample Reference Letter

Date

Name

Position

Return Address

To Whom It May Concern:

I am writing in reference to FULL NAME and his/her job/postsecondary application, scholarship application. I have known NAME for _____ years as his/her (teacher, employer, family friend). Sentence stating their strengths and personal qualities and values that you have observed (eg. I found him/her to be self-motivated, punctual, etc.) If writing a reference for a scholarship, review the criteria of the scholarship and the resume of the student to gather their strengths together. Sentence giving examples of how they have shown the above. (Captain of the BB team, leadership, outstanding student, volunteer position, citizenship).

I would recommend NAME for the position because (tell them why).

If you require any other additional information please feel free to contact me at (phone number and time when they can call at this number, and email address)

Yours truly,

Personal Signature (must be signed by the person writing the letter)

Name

E-Mail Writing

- Electronic Mail - remains the basic means of electronic communication for various official and business deals. As a result, our success in business or our workplace greatly depends on how well we communicate with this 21st-century electronic tool – email.
- With excellent emails, you can impress investors, staff, colleagues, and customers in your organization.
- You can even access places not commonly accessed by people at your level. Many successful leaders in different organizations and businesses use emails more strategically than their unsuccessful counterparts.

Format for Writing Official Emails

- A good and well-written official email should adhere to the rules of formal structure in order to be fit for reading.
- Some emails are dumped by the recipient because they are not appealing and cloudy.
- Official emails are written in a well-defined pattern.

Formal Greeting

- The first step to take when writing official emails is to formally greet your recipient. Remember, the first approach is very significant in determining if your recipient will read the email or dump it.
- Your greeting can be ‘Dear Mrs. Robinson’ if you know the name of the recipient. In cases that you don’t know the recipient’s name, use ‘Dear Sir/Madam’.
- This applies to the formal context, for example, email to recruiters, email to your boss, email to a prospective client, etc.
- With the advent of social media, other greetings are becoming acceptable in the business world, especially in cases where being formal is not a requirement.
- You can write “Hi James”, “Hey Asher”, “Hello Simon” etc.
- This applies to the emails that you write to people you meet in forums, LinkedIn, Facebook, Twitter, blogs, and so on.

Write out the Subject of Your Official Email

- After the formal greeting, clearly write out the subject of your email. The subject of your email must prepare your recipient on what to expect in the main body of the email.
- Don't leave the subject blank as it provides a clue to the recipient about the email. Also, your subject should not be too long but briefly stated. For example, Subject: Application for a Study Grant.

Introduce Yourself

- This is the first time your recipient will be meeting you, don't move to the point without formally and briefly introducing yourself to create a sense of familiarity that will motivate them to read your email further.

I am Kate Moss, The Director of TeakWood Company.

- A simple introduction like this will create an expectation in the recipient's mind.

State the Purpose

- State clearly the purpose for your official emails to the recipient. Go straight to the point. Don't bore your recipient with old tales that are unnecessary. Don't forget, your recipient has a lot of work lined up to be done. Boring him or her with old groggy tales will send them off your email.

Dear Mrs. Robinson,

I am writing to apply for a postgraduate study grant at the University of California.

- In the official email above, the purpose of the email was first clearly stated.

Write the Main Message

- The main message is where your recipient gets clear about the purpose of the official email. Don't blabber unnecessarily in your message.
- Organize your thoughts and present them in a coherent order. Write in paragraphs.
- Give the email a logical arrangement that will make your notions easily understandable by the recipient.
- Avoid any form of informal usage or statement, and express yourself with simple and correct words.

EXAMPLE

Thanks for calling our attention to this problem. Please ensure you keep informing us about issues like this when they occur in subsequent times.

Conclude Formally

- Official emails are procedural in nature. Therefore, your conclusion should be presented formally. Examples of formal conclusions are:
Yours sincerely, Best regards, Your student, Yours cordially, Respectfully,
- Example:
Ruth Mason,
Marketing Manager,
Expert Steel Company.

Sign Off With Your Full Name

- It is an official email; therefore you need to affirm originality by signing with your full name, followed by other details such as the name of your company, the website, or email address.
- In conclusion, bear in mind that you must always check the working relationship between you and your recipient before you rush through writing an official email. Official emails should reflect your perspective of your recipient. Therefore, it must be well-organized to denote the level of your relationship with the recipient.

The sample below is a reply email to the client of Allen Steels Ltd over a complaint received on their late delivery.

Subject: Re: Late Delivery of Goods

Dear Mrs. Austen,

I am Ruth Mason, the Communications Officer of Allen Steels Ltd.

Thank you for calling our attention to the late delivery of order 47569-A for aluminum panels from our company. I understand that you made your booking about two months ago.

We are very sorry for the delay in delivery. It was due to a mismanagement issue with a staff who was unexpectedly off-duty on the correct day of delivery for your order. We want you to know we hold all our customers in high esteem and will always do everything possible to provide prompt, quality, and satisfactory service.

We appreciate the courage you displayed by informing us about the problem of our service delivery and we would like to appreciate you for that. When you are ready to make your next order, please inform me by sending a copy of your order to ruth@allensteels.com.

Thanks for your consistent patronage.

Yours sincerely,

Ruth Mason,

Communications Officer,

Allen Steels Ltd.

Professional Email Abbreviations

- EOM - end of message (when the email body does not contain text)
- FAO - for the attention of
- FW: or FWD – forwarded
- FYI - for your information
- RE or Re - regarding
- RR - reply requested (or reply required)
- ASAP - as soon as possible
- BCC - blind carbon copy
- BTW - by the way
- CC - carbon copy
- PFA - please find attachment
- RB - reply by

EMAIL VS LETTER WRITING

Sending emails and letters

Salutations

- Dear Mr/ Mrs/ Ms/ Miss Sita
- Dear Sir/ Madam
- Dear Jay
- Hi Jags

Signing off

- Yours sincerely/ Yours
- Yours faithfully
- (With) Best wishes/ Kind regards
- See you soon/ Hear from you soon

Opening phrases

- In reply to your letter
- Thank you for your letter of May 14th concerning
- Thanks for your email
- Following our phone conversation

Closing Phrases

- Please contact me again if you need any more information.
- If I can be of any further assistance, please do contact me again.
- Let me know if you need anything else.
- I look forward to hearing from you.
- Hear from you soon.
- See you in Cairo.
- Take care.

Reason for writing

- This letter/ email is to ...
- I am writing to ...
- I am pleased to ...
- I'd be pleased if you ...
- Could you please ...
- Would you please ...
- Please email me ...
- Just a quick note to ...
- I am sorry to inform you ...
- Unfortunately ...
- I'm sorry about ...
- I apologize for

Attaching and enclosing documents

- I attach ...
- I enclose ...
- Please find enclosed ...

Email

Hello Karl

Just a quick note to confirm that I'm coming to Bangalore on May 5 and I'll stay there until May 7. I hope we can meet to discuss our production requirements for next year. Please let me know when it would suit you.

See you soon
Chris

Business letter

NewTech Ltd
21 Hitech city
Hyderabad, India

Mr. Karl
Production manager, TSP Technologies
Georgenstrasse 132
Berlin 3287
Germany

Dear Mr. Zorn

Re: Visit to Berlin

Further to our telephone conversation, I would like to confirm my next visit to Berlin. I hope to be in Berlin on May 5, 6 and 7, and I would be very pleased if we could meet to discuss our production requirements for next year. Please let me know when it would be convenient for you.

I look forward to hearing from you.

Yours sincerely,
Chris O'Connell

STATEMENT OF PURPOSE

A Statement of Purpose, also referred to as an SOP, is a reflection of your personality that you portray in front of the admission committee for getting enrolled in universities abroad. It is your chance of impressing the committee by presenting your profile strongly through an essay that describes your personality traits, which are not covered in your academic documents.

WHAT IS SOP?

An SOP is a long essay required by universities abroad and nowadays some of the Indian universities during the application process. As the full form of SOP reveals, a Statement of Purpose is an essay stating the purpose of applying to a particular course in a particular university. This essay consists of a gist of who you are, who you want to become, and how ready you are to pursue a certain course in an institution. The essay seeks to understand the candidate's life, the motivations for the chosen career path, and his/her goals. Hence, you should discuss the past incidents that have influenced your career path in a specific domain wherein you aspire to grow by joining a course/college.

WHY IS SOP IMPORTANT?

A well-written SOP is extremely critical to your admission. Needless to say, there are many aspects of a candidate's application that are inspected before finalizing a decision. While the academic record and other exam scorecards/academic transcripts and backlog certificates are essentially objective in nature, an SOP is the only truly subjective aspect of your application. It is the only document in your application that gives you the opportunity to prove that you have something unique that makes you stand out from the crowd. As such, it is the document of your application docket that can hugely determine your admission.

SHOULD YOU PUT YOUR NAME ON YOUR STATEMENT OF PURPOSE?

In a traditional SOP, you do not need to write your name or course details anywhere in the document. The SOP is a part of your application/student profile, thus, it will have your name and course details by default. However, there might be some universities or schools that specify whether they require your name and course details in the SOP. These universities will provide you with specific instructions on how and where to write your personal details in a document. Thus, you need to follow their instructions thoroughly.

WHAT DO COLLEGES LOOK FOR IN AN SOP?

While drafting your SOP, you need to keep in mind that the admission committee will be reviewing thousands of applications for the same course. Thus, not only your SOP needs to be crisp and precise, but it should also highlight the uniqueness in your profile. Here are a few things that the college review committee generally looks for in a student's SOP:

- Your writing capability is reflected in your SOP. Your SOP should be free from grammatical errors. The language should be lucid enough for them to comprehend yet should have a good vocabulary. Make sure not to use too many heavy words as sometimes too much rich vocabulary makes the sentence redundant and it fails to communicate the meaning.
- What makes you stand out from the rest of the crowd? Highlight your unique side/unique personality. The Adcom should be able to recognize you as an individual through your SOP. Your interests and goals will help them know you on a personal basis.
- With your talent, previous experiences, and interest, how and what can you contribute to the department and college/university, as a whole? Think of it as a two-way process. If you receive admission, your career will get a kick-start and through your efforts and participation, the department/college can receive benefits. You need to mention how you will be able to contribute to their community, be it through sports, community services, societies or clubs, and so on.
- Being familiar with the university facilities and curriculum will help you a great deal. You need to be aware of the student programs, faculty, internship opportunities, student facilities and societies, traditions, etc that set the university apart from others. The Adcom should be convinced that you know about the department and college/university thoroughly and thus, you are applying in it and not applying randomly.
- Your motivation or inspiration to study a selected course should be clear, evident, and justified. Adcom does not approve of bragging sentences in the SOP. So keep it original, real, and free from any overbearing or arrogant statements.

HOW LONG SHOULD A STATEMENT OF PURPOSE BE?

Statement of Purpose should be 1-2 pages long, ideally wrapped in 800-1000 words. However, the length of this document may vary as per university-specific requirements. Some universities have a fixed length and pattern of SOPs required, which is fixed to 500 words only, even 200 words in some cases. Most of the universities accept generic length, which is 800-1000 words, which may go beyond 1000, but not exceed 1200 words, in some cases.

It is generally easy to write a story of your life explaining the importance of each incident in shaping or molding your character. However, when it comes to defining your SOP within the communicated word limit by some universities, the challenge is to portray your best within limited words. In such cases, it is better to mention the major achievements from every place you have been to such as school, college, office, etc.

Some abroad universities do not require SOP, they rather give you Essay Prompts along with a word limit. In order to learn the importance of word limit in an SOP, you may refer to this Importance of Word Limit in the Essay.

WHAT TO INCLUDE IN AN SOP?

There are many elements to an SOP. Universities could ask question-based essays or simply a general statement of purpose. Until and unless categorically asked, an SOP must include your goals and the career path you have taken up so far as well as your academic progress. Other elements that are further important to the SOP are also the personal motivations that lead you to choose the university/course you have applied to as well as how you intend to use that experience to achieve that goal.

While understanding how to write an SOP, we come across various questions. To sum up your entire life and career in 100 words can be a tiresome exercise. With the word constraints rather important, what is important to understand at the onset is what to include in your SOP?

SOP PARAGRAPH 1: INTRODUCTION AND STATEMENT OF GOALS

Use this space to talk about your goal in life. You can be creative here and use analogy or quotes to make it more interesting. But, don't waste a lot of space in introducing your goal. The sooner you lay it out, the better it is. Remember, it is an essay about your goals in life...so

starting with it is always a good idea. It is not very unlike a goals essay asked from MBA aspirants.

SOP PARAGRAPH 2 & 3: CAREER PROGRESSION

This is the para that you usually use to talk about yourself. You can start with a brief history about yourself and career progression starting from your school to your college. This is the paragraph that is usually dedicated to your academic pursuits. If you have work experience, you can limit your school life and talk more about your college in para 2 and move to work experience in para 3. If not and you are applying directly after your graduation or school, then you can divide para 2 for academic and para 3 for co-curricular. You can take a hint on how to write about your career progression.

SOP PARAGRAPH 4: WHY?

This is the most important part of your Statement of Purpose for this is the place where you provide the reason as to why you wish to do what you wish to do. You can make it more interesting by narrating an incident that leads you to the decision or a turning point in your life. The more emphatic and passionate you are in this paragraph, the better your essay.

SOP PARAGRAPH 5: HOW DO YOU PLAN TO ACHIEVE YOUR GOAL?

You are finally ending your essay. So far you have talked about what you want to do, what lead you to that decision, and why you are moving towards this course. Now, lay down how you plan to achieve your goals. If you wish to get into research, write it. If you plan to work for a certain organization, write it. This goes on to show how well you have thought your life over. Also, give it time periods...for instance, I intend to work in the industry for 2 years before I start my research program.

CV



Jane Roe
Business Development Manager

jane.roe@gmail.com ✉
202-555-0166 ☎
New York, USA 📍
linkedin.com/in/jane.roe in
jane.roe s

Professional Business Developer with more than four years of experience in the business development processes. Involved in product testing, management, and development of new business opportunities.

WORK EXPERIENCE

Business Development Manager AirState Solutions

09/2014 – 06/2017

New York, USA

- Successfully managed \$2 - 3 million budget projects and successfully achieved the project scheduled goals.
- Developed and implemented new marketing and sales plans and defined the strategy for the next 5 years.
- Reviewed constantly the customer feedback and then suggested ways to improve the processes and customer service levels which increased the satisfaction rate from 81% to 95%.
- Ensured that new clients will grow into a loyal customer base in a specialist niche market by implementing a new loyalty program.

Business Development Assistant AirState Solutions

08/2012 – 09/2014

Chicago, USA

- Increased the customer satisfaction rate by 25% by improving the customer service.
- Planned, supervised, and coordinated daily activity of 3 junior business analysts.
- Improved the communication with the Marketing department to better understand the competitive position.
- Directed the creation and implementation of a Business Continuity Plan, and the management of audit programs.

EDUCATION

MSc in Economics and Business Administration

The University of Chicago

09/2008 – 06/2010

SKILLS

- SEO
- Public Speaking
- Negotiation
- Teamwork
- Decision Making
- Research & Strategy
- Emotional Intelligence
- Outbound Marketing
- Email Marketing
- Google Analytics
- Sales & Marketing

ORGANIZATIONS

American Management Association
(2015 – Present)

Association of Private Enterprise Education
(2014 – Present)

eBusiness Association (eBA) (2013 – Present)

HONOURS AND AWARDS

Jury Member, Venture Cup Entrepreneurship Competition (2016)
Venture Cup USA

Sales Individual & Business Development Award (2015)
AirState Business Awards

Excellence in Customer Partnering Award
IES - Institute of Excellence in Sales

LANGUAGES

English



Spanish



French



RESUME

RESUME

RANI NAYAK

12/1 N S Road,
Nerul, Navi Mumbai - 420123
Mobile: 9876543210
Email: raninayak@gmail.com

OBJECTIVE:

Aiming to achieve a challenging & successful career where I can make a significant contribution using my innovative ideas, knowledge, skills and experience with the objective of development & growth of the Organization.

ACADEMIC QUALIFICATION:

Specialization: B.E. in Information Technology at Vidyalankar Institute of Technology, Wadala, Mumbai.

Qualification	Specialization	Board	Year Of Passing	Percentage	Class
B.E.	Information Technology	Mumbai	2011	60.20%	1st Class
Diploma	Computer Technology	M.S.B.T.E.	2007	62.88%	1st Class
S.S.C	-	Maharashtra	2003	67.73%	1st Class

EXPERIENCE:

- Worked in the Gray Matrix Solutions as a Front-End Developer for 6 Months
- Worked in the D.N.A. Newspaper as a Data Validation for 6 Months.

EXPERIENCE SKILLS:

- Having Knowledge of HTML, CSS & Photoshop.

TECHNICAL SKILLS:

- Languages: C, C++, JAVA, HTML, ASP, VISUAL BASIC, J2ME.
- Databases: DBMS, ORACLE, MS-ACCESS..

EXTRA- CURRICULAR ACTIVITIES:

- Participated in SOFTEX Feast organized in VPM Polytechnic.
- Attended Dale Carnegie Training.
- Completed MS-CIT Course with Distinction.

ADDITIONAL INFORMATION:

- Hobbies:

BIO-DATA

BIO-DATA

<u>Name:</u>	Sangita Kaushik
<u>Father's Name:</u>	Sir Santosh Kaushik
<u>Date of Birth:</u>	07/10/1984
<u>Height:</u>	5'1"
<u>Complexation:</u>	Fair
<u>Qualification:</u>	I.A.
<u>Gotra:</u>	Kaushik
<u>Sashan:</u>	खुद "Lata" माँ "Indoria" दादी "mamdolia"
<u>Brothers:</u>	1 Younger Brother & 2 Elder Brothers
<u>Sister:</u>	1 Sister
<u>Chacha:</u>	(1) Shree Kishor Kaushik (Gurubazar, Katihar) (2) Shree Shrinarayan Kaushik (Raigunj WB)
<u>Mama:</u>	(1) Shree Prem Shankar Sharma (Begusarai) (2) Shree Gopal Sharma (Banaras)
<u>Address:</u>	Santosh Kaushik, Anand kaushik Gurubazar, Katihar
<u>Contact Number:</u>	Phone: 06457/265045, Mo.9430050132
<u>Nepal Address:</u>	Santosh Kaushik, Sanihat, Biratnagar, Nepal
<u>Contact Number:</u>	Mo. +9779804317445/9842280662

Tutorial/ Practical Work

Paragraph Writing

Topic Sentence:

■ **What is the topic sentence?**

The topic sentence is the first sentence in a paragraph.

■ **What does it do?**

It introduces the main idea of the paragraph.

■ **How do I write one?**

Summarize the main idea of your paragraph.

Indicate to the reader what your paragraph will be about.

Example:

There are three reasons why Canada is one of the best countries in the world. First, Canada has an excellent health care system. All Canadians have access to medical services at a reasonable price.

Second, Canada has a high standard of education. Students are taught by well-trained teachers and are encouraged to continue studying at university.

Finally, Canada's cities are clean and efficiently managed. Canadian cities have many parks and lots of space for people to live. As a result, Canada is a desirable place to live.

Supporting Details:

■ **What are supporting sentences?**

They come after the topic sentence, making up the body of a paragraph.

■ **What do they do?**

They give details to develop and support the main idea of the paragraph.

■ **How do I write them?**

You should give supporting facts, details, and examples.

Example:

There are three reasons why Canada is one of the best countries in the world.

First, Canada has an excellent health care system. All Canadians have access to medical

services at a reasonable price. Second, Canada has a high standard of education. Students are taught by well-trained teachers and are encouraged to continue studying at university. Finally, Canada's cities are clean and efficiently managed. Canadian cities have many parks and lots of space for people to live.

As a result, Canada is a desirable place to live.

Closing Sentence:

■ **What is the closing sentence?**

The closing sentence is the last sentence in a paragraph.

■ **What does it do?**

It restates the main idea of your paragraph.

■ **How do I write one?**

Restate the main idea of the paragraph using different words.

Example:

There are three reasons why Canada is one of the best countries in the world. First, Canada has an excellent health care system. All Canadians have access to medical services at a reasonable price. Second, Canada has a high standard of education. Students are taught by well-trained teachers and are encouraged to continue studying at university. Finally, Canada's cities are clean and efficiently managed. Canadian cities have many parks and lots of space for people to live.

As a result, Canada is a desirable place to live.

Prewriting Paragraphs:

■ **What is the prewriting stage?**

The prewriting stage is when you think carefully and organize your ideas for your paragraph before you begin writing.

Six Prewriting Steps:

1. Think carefully about what you are going to write.

Ask yourself: What question am I going to answer in this paragraph or essay? How can I best answer this question? What is the most important part of my answer? How can I make an

introductory sentence (or thesis statement) from the most important part of my answer? What facts or ideas can I use to support my introductory sentence? How can I make this paragraph or essay interesting? Do I need more facts on this topic? Where can I find more facts on this topic?

2. Open your notebook.

Write out your answers to the above questions. You do not need to spend a lot of time doing this; just write enough to help you remember why and how you are going to write your paragraph or essay.

3. Collect facts related to your paragraph or essay topic.

Look for and write down facts that will help you to answer your question. Timesaving hint: make sure the facts you are writing are related to the exact question you are going to answer in your paragraph or essay.

4. Write down your own ideas.

Ask yourself: What else do I want to say about this topic? Why should people be interested in this topic? Why is this topic important?

5. Find the main idea of your paragraph or essay.

Choose the most important point you are going to present. If you cannot decide which point is the most important, just choose one point and stick to it throughout your paragraph or essay.

6. Organize your facts and ideas in a way that develops your main idea.

Once you have chosen the most important point of your paragraph or essay, you must find the best way to tell your reader about it. Look at the facts you have written. Look at your own ideas on the topic. Decide which facts and ideas will best support the main idea of your paragraph. Once you have chosen the facts and ideas you plan to use, ask yourself which order to put them in the paragraph. Write down your own note set that you can use to guide yourself as you write your paragraph or essay.

Writing Paragraphs:

■ **What is the writing stage?**

The writing stage is when you turn your ideas into sentences.

Five Writing Steps:

1. Open your notebook and word processor.

2. Write the topic sentence, supporting sentences, and a closing sentence.
3. Write clear and simple sentences to express your meaning.
4. Focus on the main idea of your paragraph.
5. Use the dictionary to help you find additional words to express your ideas.

Editing Paragraphs:

■ What is the editing stage?

The editing stage is when you check your paragraph for mistakes and correct them.

Grammar and Spelling:

1. Check your spelling.
2. Check your grammar.
3. Read your essay again.
4. Make sure each sentence has a subject.
5. See if your subjects and verbs agree with each other.
6. Check the verb tenses of each sentence.
7. Make sure that each sentence makes sense.

Style and Organisation:

1. Make sure your paragraph has a topic sentence.
2. Make sure your supporting sentences focus on the main idea.
3. Make sure you have a closing sentence.
4. Check that all your sentences focus on the main idea.
5. See if your paragraph is interesting.

Questions

Rewrite the following extracts from business letters as emails:

Q. Dear Carol

Thank you for your letter of October 13. Unfortunately, I won't be able to attend your workshop in Stockholm. Could you please send me some information on future workshops planned ...

Best regards
David Burns

A. Hi, Carol

Thanks for your letter/ email. I'm sorry but I won't be able to attend your workshop in Stockholm. Please send/ email me some information on future workshops planned...

Take care
David Burns

Rewrite the following extracts from the email as Business Letter (more formal)

Q. Hi,

Thanks for your email received last night. Sorry for the delay in replying.
This email is to confirm we have reserved five single rooms for Friday October 14 and 15.
See you in Venice.

Take care
Danielle Torri

A. Dear Mr ...

Thank you for your email received last night. I apologize for the delay in Replying. I am pleased to confirm we have reserved five single rooms for Friday October 14th and 15th. We look forward to seeing you in Venice.

Best regards
Danielle Torri

Match the uses below with the phrases in the table

Congratulations	Complaints	Order
Attachments	Suggestions	Apologizing
Closings	Opening	Requests
Meetings	Thanks	Clarifications

Uses:

- We would like to offer our sincere apologies for the mistake. **Apologizing.**
- Attached please find the document. **Attachments.**
- The document you have sent is not what we expected. There may have been a misunderstanding between us. **Clarifications.**
- I look forward to your reply. **Closings.**
- Kindly send us the agreement draft. **Requests.**
- We are very happy to receive a favorable reply from you. **Thanks.**
- We are disappointed with the quality of your service. **Complaints.**
- Your order no. 6739w, dated 26 Dec 2011 has been shipped today. **Order.**
- Alternatively, you can directly contact our local office. **Suggestions.**

Email Exercise

1. You are planning to go on a business trip. Write the details below.

- Where are you going? _____
- What is the purpose of your trip? _____
- How long are you going to stay? _____
- Why are you going? _____
- What is your itinerary (the places you will visit)? _____
- Who will you meet? _____
- How well do you know them? Have you written / spoken to / met them before?

2. Write two e-mails, on separate sheets of paper, using the situation you created in 1. The maximum length for each e-mail is 100 words.

• e-mail 1:

Write to the person you are going to meet. What do you need to tell them? Perhaps you need to let them know what you want to discuss. Do you want them to arrange anything for you?

• e-mail 2:

Write an e-mail to all your colleagues. Tell them about your plans and ask them if they want you to take / do / find out / bring back anything.

3. Work with a partner. Exchange e-mail 1, and read each other's situations from 1.

- Ask and answer questions about your two situations. In particular, talk about the kind of reply your partner expects.
- You will need this information in the next activity.

4. Work individually.

- Imagine that you are the person your partner is going to meet.
- Write a reply to your partner's e-mail. The maximum length for the e-mail is 100 words.

5. Exchange and read the e-mails.