



COURSE NOTES FOR Bachelor Computer Applications

First Semester

Business Communication

as per syllabus of



Mahatma Gandhi Kashi Vidyapith, Varanasi

Prepared By:



**Department of Computer Science
Microtek College of Management & Technology
Varanasi.**



BCA-S104 Business Communication

UNIT-I

Means of Communication:

Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of good communication –

Communication barriers, 7C's of Communication

UNIT-II

Types of Communication:

Oral Communication:

Meaning, nature and scope – Principle of effective oral communication – Techniques of effective speech –

Media of oral communication (Face-to-face conversation – Teleconferences – Press Conference –

Demonstration – Radio Recording – Dictaphone – Meetings – Rumour – Demonstration and Dramatisation –

Public address system – Grapevine – Group Discussion – Oral report – Closed circuit TV).

The art of listening –

Principles of good listening.

UNIT-III

Written Communication

Purpose of writing, Clarity in Writing, Principle of Effective writing, Writing Techniques, Electronic Writing

Process.

UNIT-IV

Business Letters & Reports:

Need and functions of business letters – Planning & layout of business letter – Kinds of business letters –

Essentials of effective correspondence, Purpose, Kind and Objective of Reports, Writing Reports.

UNIT-V

Drafting of business letters:

Enquiries and replies – Placing and fulfilling orders – Complaints and follow-up Sales letters – Circular letters

Application for employment and resume

UNIT-VI

Information Technology for Communication:

Word Processor – Telex – Facsimile(Fax) – E-mail – Voice mail –Internet – Multimedia – Teleconferencing –

Mobile Phone Conversation – Video Conferencing –SMS – Telephone Answering Machine – Advantages and

limitations of these types of communication.

Topics Prescribed for workshop/skill lab

Group Discussion, Mock Interview, Decision Making in a Group

Reference Books :

1) Business Communication – K.K.Sinha – Galgotia Publishing Company, New Delhi.

2) Media and Communication Management – C.S. Rayudu – Hikalaya Publishing House, Bombay.



UNIT-I

Definition of Communication-

Communication is a complex process often involving reading, writing, speaking and listening. It may be verbal and non-verbal (or a mixture of both), and it uses a variety of media (language, mass media, digital technology, etc.). Broadly speaking, communication is a transfer and reconstruction of information.

The Process of Communication-

Communication begins with an impulse (or motivation) to pass on a message made up of bits of information. In the process of encoding, units of information are selected and organized for transmission. Input is the sum of experiences that build up in the human brain or computer. Output is the encoded message transmitted by the information source (an individual person or group of people). The interpretation of the message is referred to as decoding. Feedback is the response, or message that the recipient (decoder) returns to the sender (encoder). Graphic presentation of this model of the process of communication: Impulse - input/encoding/output - relaying through potential distortion on both sides - decoding - feedback Example: When Peter calls Jenny on the phone and says, "Would you like to stop at the Big Rooster's today?" he is drawing on his pleasant past experiences with Big Rooster's roast chicken and potato chips. He has encoded a message and transmitted it to Jenny, using the English language as the medium and the telephone lines as channel of communication. Jenny, in turn, has received the message, decoded (= translated) it, and on the basis of her information source (= input = sum total of experiences), gives Peter feedback (response) by saying, "I dislike the Big Rooster thoroughly. How about the Chinese instead?"

The Functions of Business Communication-

The **Functions of Business Communication** is the process of transferring information and understanding from one or more people to one or more people. And in the process of exchanging information several functions are performed. The *functions of Business Communication* or function of communication are discussed below:

Helping in Planning: Planning is one of the most important Management functions. Business Communication facilitates the planning process by supplying information, logistics, opinions, ideas etc. from various quarters within and outside the organization. Without proper communication, no effective plan can be made and carried out.

Managing Co-ordination and Co-operation: There are various departments in an organization and co-ordination between and among these departments is a must for establishing a congenial atmosphere within the organization. Business Communication



facilitates co-operation by linking the various departments through appropriate information. Better understanding and co-operation ensure co-ordination and communication enhances the process of co-ordination by supplying necessary information.

Initiating Inspiration: Managers create inspiration among the employees through Business Communication. The top leadership always tries to dictate the subordinates so that they can work with full preparation to achieve organizational objectives. Communication is the lifeblood of an organization. It is the vehicle that ensures proper performance of organizational functions and achievement of organizational goals. As a separate field of study, **business communication** has the following objectives:

Objective of Business communication-

1. **To exchange information:** The main objective of business communication is to exchange information with the internal and external parties. Internal communication occurs within the organization through orders, instructions, suggestions, opinions etc.
2. **To develop plans:** Plan is the blueprint of future courses of actions. The plan must be formulated for attaining organizational goals. In order to develop a plan, management requires information. In this regard, the objective of communication is to supply required information to the concerned managers.
3. **To implement the plan:** Once a plan is prepared, it is to be implemented. Implementation of a plan requires timely communication with the concerned parties. Thus, communication aims at transmitting a plan throughout the organization for its successful implementation.
4. **To facilitate policy formulation:** Policies are guidelines for performing organizational activities. Policies are also termed as standing decisions to recurring problems. Every organization needs to develop a set of policies to guide its operation. Preparing policies also require information from various sources. Therefore, the objective of communication is to collect necessary information for policy formulation.

Importance of communication

1. **Managerial efficiency:** – Communication helps in smooth operation of management. Managerial task can only be performed when communication system is effective.

Enhance morale and relations: – Effective communication emphasizes the employee's participation in management. It helps to build the employees morale and cordial industrial relations between management and employees

2. **Effective leadership:** – Effective leadership depends upon effective communication. Two-way communication helps in effective communication. Managerial leader must handle the subordinates. For ordering qualitative leadership is essential. And that can be obtained from proper system of communication.



3. **Mutual trust and confidence:** – Mutual trust and confidence between labor and management is necessary for effective movement of organization. When there is effective communication, it helps to reduce misunderstanding and develop mutual trust.
4. **Better decision:** – The success of organization can be measured in better decision. When the information, data and other fact are not effectively communicated, it hampers the decision making. So, when the facts are communicates to concerned department, organization and person. It is easy to make decisions promptly.

Staffing: – When the information is correctly communicates in time, it helps in the function of selection, placement, socialization, promotion and transfer.

5. **Better managerial concern:** – all managerial functions such as planning, organizing, directing, controlling etc can't be conducted without communication.

The 7 Essentials of Business Communication

By Lee Hopkins

If you are going to communicate effectively in business it is essential that you have a solid grasp of these seven elements. Find out what they are and how to use them.

There are seven essential elements to successful business communication:

Structure

Clarity

Consistency

Medium

Relevancy

Primacy/Regency

Psychological Rule of 7±2

If you are going to communicate effectively in business it is essential that you have a solid grasp of these seven elements. So let's look at each in turn...

Structure

How you structure your communication is fundamental to how easily it is absorbed and understood by your audience.

Every good communication should have these three structural elements:

An opening,

Body,

This structural rule holds true no matter what your communication is -- a memo, a phone call, a voice mail message, a personal presentation, a speech, an email, a webpage, or a multi-media presentation.



Remember - your communication's audience can be just one person, a small team, and an auditorium full of people or a national, even global, group of millions.

In this instance size doesn't matter -- the rules remain the same.

7 Essential communication skills

Communication skills are an essential part of everyday life. No man can be a success on his own. No matter what your profession, you cannot make it to the top without the help and support of others. No matter what area of your life you are trying to improve, you cannot do it without the help and support of others. If you want the help and support of others you need to have the essential communication skills. These essential communication skills enable you to make the most of each opportunity by delivering a clear and specific message to your audience. Whether your audience is one person, or many people, these essential communication skills will enable you to build better, more supportive relationships. As a result, you will achieve far more than you ever could alone.

7 Essential Communication Skills

There are 7 essential communication skills which will increase the *quality and effectiveness of your communication*. In this chapter, I will describe and illustrate all of these 7 essential skills of communication.

1. be complete

Whenever you communicate you should include all of the necessary detail in your speech. Never assume that some of the details are known by your audience. When you work off of these assumptions, your message will lack the necessary detail. Your message will become confused and it will be difficult to come to a clear understanding with your audience that's why completeness is such an essential communication skill.

For important discussions, you should:

- Provide detailed information to your listeners

- Provide additional information to make your points clearer

- Prepare your message in advance

- Consider any possible questions which your audience may have

When you are finished delivering your message, the last thing that you want is for your audience to say "*What are you actually trying to say.*" There may be some flaws in your



message or the manner in which you have delivered it so, invite questions. Where you cannot answer a question, make a note of it and promise to get back to the person who posed the question. When you send them a response, make a note of how you can include this information in future messages.

2. be concise

Conciseness is another essential communication skill; especially in business. Time is our most precious resource. No one wants to spend 1 hour listening to a message that could be delivered in half the time. Include only the necessary information.

For important messages, you should:

Only include the relevant information about your topic

Avoid providing unnecessary information e.g. irrelevant examples

Consider providing an F.A.Q. or supplemental information handout

When you keep your message concise, you save time, both for yourself and your audience.

3. be considerate

Another essential communication skill is the ability to consider the impact that your message will have on the other person. When you seek first to understand your audience, you will be better able to tailor your message for them. You have to think twice about the key points and make sure that you are always conveying your message in the most positive tone possible. Where bad news has to be delivered, consider how you might be able to help them to deal with the impact.

Analyze every aspect of your message in terms of how it impacts the receiver. Make the message all about them because that is what they are interested in. You wouldn't attempt to sell somebody a car by explaining how you will benefit from the sales commission. This same approach applies to all communication.

4. Get your facts right

Certainty is another essential communication skill. Where a message includes facts, you need to be clear on those facts. Get them right. Double check your facts before you deliver them and make sure that they are in the format that the receiver requires them.



When I worked for a bank, my boss was sourcing a management development program. He prepared an amazing proposal but when he presented it to the CEO, the CEO was fuming. The program was to be delivered by a UK company and all of the prices were in UK pounds, while we dealt in the Irish Pound. My boss had neglected to do the conversions and now he was presenting a proposal without being able to say for certain whether the program was within the relevant budget.

Facts should be clear and accurate. If you sound vague or obscure about the facts, your audience will be confused, skeptical and negative. This will directly impact the effectiveness of your message. If you are clear and assertive with your facts, you will be more confident and this will come across in your message; making more message more convincing.

5. be clear

Clarity is an essential communication skill because the purpose of communication is usually to change something. If you want somebody else to change something, they need to be clear about what it is that you want them to do, and what the desired result is. You need to be precise and use simple, easy to understand language. Your audience should not have to work hard to understand your message. Don't be too formal and don't use jargon that only specialists understand.

6. be courteous

Courtesy means that you should show respect to the receiver. When you are appreciative, thoughtful, and respectful, you foster good will. Be polite and use non-threatening gestures; your audience will feel comfortable and they will be more receptive to your message. These are just some simple behaviors which demonstrate your professionalism

7. Keep it appropriate

It is important that your message is tailored for the right audience, at the right time, in the right place. Appropriateness is a fundamental and essential communication skill. While you should respect all people, you may need to communicate with different people in different ways. For example, many CEO's expect to be addressed in a different manner than you would address the ordinary level worker within their organizations. You may, or may not, agree with that but when communicating, you



should always attempt to communicate in the preferred style of the audience; not in your preferred style.

I once had to work with a CEO who expected all written communication to be condensed on to one page. If there was more than one page, the message came back, unread. Personally, I thought that it was unnecessarily petty and pedantic but, nonetheless, every message that I sent to her was on one sheet of paper.

Communication skills are essential in all areas of your life. You can learn to master communication skills with *How to Talk So Others Will Listen*.

Whenever you manage to control each of these 7 essential communication skills, you will deliver a very effective message. Your audience will be able to understand exactly what you are asking of them which will increase the likelihood of them helping you. Supportive relationships allow you to harness the power of synergy. These essential communication skills lie at the very heart of supportive relationships. In short you can say that if your message meets all of these criteria then, it is said to be an effective message and the results you achieve will be greatly improved.

Barriers to Communication: on one or both sides (encoder's and decoder's): Lack of knowledge• Lack of interest or attention• Lack in communication skills (language use, analytical thinking)• Lack of charm, self-confidence, sensitivity, perceptiveness,• objectiveness and patience; tense, uneasy personality, inflexibility Bias, prejudice, or preconceived ideas• Distractions• Competition for attention• Differences in perception• Attitudes• Lack of motivation• Physical/mental handicaps• Stress• All of the above barriers to communication may be classed into two broad categories: Distortion resulting from inadequate use of language (incorrect grammar, syntax,• overuse of technical/obscure words, ambiguity, etc.) and other communication skills (analytical approach to/understanding of decoders and the context/ environment within which communication is taking place, choice of appropriate medium and channel of communication). Noise, or interference:• o Physical noise - actual noise that may drown the communication o "Technical noise" - a failure in the channel of communication (breakdown of technology/equipment, etc.) o "Social noise" - personality differences due to upbringing; difference in perceptions/mentality due to diverse cultural, religious, educational, etc. backgrounds, bias due to age, sex, social class, status, etc. o "Psychological noise" - excessive/uncontrolled emotions (anger, fear, etc.), prejudice, stress, nervous tension, etc. Summary: 1. Human communication is a very complex dynamic process of human interaction subject to a multitude of environmental, cultural, etc., factors, as well as potential distortion. 2. For the purposes of this course we shall make use of the modified version of the „information transmission“ theory, bearing in mind, however, the implications of the behavioral



theory. 3. Transmission model of communication: impulse - input/encoding/output - relaying through potential distortion on both sides - decoding - feedback. 4. The concept of effective communication in this context signifies a most accurate transmission of meaning in the process of human interaction from the encoder to the decoder that receives an adequate responsibility.

There are **7 C's of effective communication** which are applicable to both written as well as oral communication. These are as follows:

1. **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:
 - Complete communication develops and enhances reputation of an organization.
 - Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
 - A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
 - Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
 - It persuades the audience.
2. **Conciseness** - Conciseness means wordiness, i.e., communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:
 - It is both time-saving as well as cost-saving.
 - It underlines and highlights the main message as it avoids using excessive and needless words.
 - Concise communication provides short and essential message in limited words to the audience.
 - Concise message is more appealing and comprehensible to the audience.
 - Concise message is non-repetitive in nature.
3. **Consideration** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e., the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:
 - Emphasize on "you" approach.



- Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
 - Show optimism towards your audience. Emphasize on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.
4. **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:
- It makes understanding easier.
 - Complete clarity of thoughts and ideas enhances the meaning of message.
 - Clear message makes use of exact, appropriate and concrete words.
5. **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:
- It is supported with specific facts and figures.
 - It makes use of words that are clear and that build the reputation.
 - Concrete messages are not misinterpreted.
6. **Courtesy** - Courtesy in message implies the message should show the sender’s expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:
- Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
 - Courteous message is positive and focused at the audience.
 - It makes use of terms showing respect for the receiver of message.
 - It is not at all biased.
7. **Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:
- The message is exact, correct and well-timed.
 - If the communication is correct, it boosts up the confidence level.
 - Correct message has greater impact on the audience/readers.
 - It checks for the precision and accurateness of facts and figures used in the message.
 - It makes use of appropriate and correct language in the message.



UNIT-II

Types of Communication:

Oral Communication-

Definition and Types

Great communication skills are your ticket to success in the academic and business world. But have you ever been overcome by fear or anxiety prior to going on a job interview or speaking in front of an audience? Knowing when to choose oral communication and polishing your speaking skills can help you at every stage of your career.

Oral communication

Oral communication is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either Formal or Informal. Examples of informal oral communication include:

- Face-to-face conversations
- Telephone conversations
- Discussions that take place at business meetings

More formal types of oral communication include:

- Presentations at business meetings
- Classroom lectures
- Commencement speech given at a graduation ceremony

With advances in technology, new forms of oral communication continue to develop. Video Phones and Video Conferences combine audio and video so that workers in distant locations can both see and speak with each other. Other modern forms of oral communication include Podcasts (audio clips that you can access on the Internet) and Voiceover Internet Protocol (VoIP), which allows callers to communicate over the Internet and avoid telephone charges. Skype is an example of VoIP.

Advantages

There are many situations in which it makes sense to choose oral over written communication. Oral communication is more personal and less formal than written communication. If time is limited and a business matter requires quick resolution, it may be best to have a face-to-face or telephone conversation. There is also more flexibility in oral communication; you can discuss different aspects of an issue and make decisions more quickly than you can in writing. Oral communication can be especially effective in addressing conflicts or problems. Talking things over is often the



best way to settle disagreements or misunderstandings. Finally, oral communication is a great way to promote employee morale and maintain energy and enthusiasm within a team.

Disadvantages

Despite the many benefits of oral communication, there are times when written communication is more effective. For example, you may want to exchange important information that needs to be documented using written communication. A lot of transactions in the business world require be documented using written communication.

PRINCIPLES OF COMMUNICATION

Introduction

Interpersonal communication is the foundation of human interaction. Its importance for innovation and change can hardly be overemphasized. In this section, communication from different viewpoints including listening and speaking is ex.

Objectives

- To introduce communication and to demonstrate the importance of communication in a variety of contexts including that of the manager of innovation and change.
- To evaluate and discuss the characteristics of good communication and how to improve our communication.

Principles of Effective Persuasion

Whether making a formal presentation at a meeting or writing a report or fact sheet, the following principles hold.

- Do not oversell or overstate your case. Make effective use of understatement.
- Outline the topic you are trying to cover into two parts. The first part should give broad background information, while the second part provides a detailed summary.
- Persuasion depends on clarity and simplicity. Avoid the use of jargon and buzz words.
- Be prepared to back up claims or facts immediately.
- Incorporate major anticipated objections into your program or presentation.
- Address all relevant aspects of a topic, especially those that may affect the functioning of an organization.
- Use graphics and audiovisuals appropriately.
- Consider ways to get meaningful input from people. Find out what they think about the innovation or change.



Selling New Ideas

Creating Isn't Selling

Often the creators of an innovation feel that convincing others of the idea's value is somehow superfluous to their activities. To them, conceiving the idea is enough. This combines with their inner conviction that their idea will "sell itself." Change agents provide a link between creators of new techniques and users.

Ideas Need Selling

Someone must recognize when an idea is good. It is important that when an idea is good it is sold to those who can act on it--those who have the power to evaluate and adopt it. Understanding users is an important activity for any change agent. People must be convinced that a particular idea or innovation has enough merit to warrant adoption.

Selling Ideas Takes Effort

Selling innovations requires preparation, initiative, patience, and resourcefulness. It may take more effort than originating the idea. In an age of technical complexity and information overload, new ideas seldom stand out. Information on new ideas must be targeted to the appropriate users and relate to their needs and motivations.

Once is Not Enough

A new idea has to be suggested many times before it will "catch on." Initial failures at promoting a new idea are to be expected, so don't get discouraged if you don't get the results you want the first time. Some ideas take years to catch on. However, first exposures are crucial to future prospects. Do it right the first time

Feedback (Listening)

Getting and giving feedback is one of the most crucial parts of good communication. Like any other activity, there are specific skills that can enhance feedback. Listening is a key part of getting feedback:

Listen to the Complete Message.

Be patient. This is especially important when listening to a topic that provokes strong opinions or radically different points-of-view. In these situations, it's important not to prejudge the incoming message. Learn not to get too excited about a communication until you are certain of the message.

Work at Listening Skills. Listening is hard work. Good listeners demonstrate interest and alertness. They indicate through their eye contact, posture and facial expression that the occasion and the speaker's efforts are a matter of concern to them. Most good listeners provide speakers with clear and unambiguous feedback.



Judge the Content, Not the Form of the Message. Such things as the speaker's mode of dress, quality of voice, delivery mannerisms and physical characteristics are often used as excuses for not listening. Direct your attention to the message--what is being said--and away from the distracting elements.

Weigh Emotionally Charged Language. Emotionally charged language often stands in the way of effective listening. Filter out "red flag" words (like "liberal" and "conservative," for instance) and the emotions they call up. Specific suggestions for dealing with emotionally charged words include

- Take time to identify those words that affect you emotionally.
- Attempt to analyze why the words affect you the way they do.
- Work at trying to reduce the impact of these words on you.

Eliminate Distractions. Physical distractions and complications seriously impair listening. These distractions may take many forms: loud noises, stuffy rooms, overcrowded conditions, uncomfortable temperature, bad lighting, etc. Good listeners speak up if the room is too warm, too noisy, or too dark. There are also internal distractions: worries about deadlines or problems of any type may make listening difficult. If you're distracted, make an effort to clear your head. If you can't manage it, arrange to communicate at some other time.

Think Efficiently and Critically. On the average, we speak at a rate of 100 to 200 words per minute. However, we think at a much faster rate, anywhere from 400 to 600 words per minute. What do we do with this excess thinking time while listening to someone speaks? One technique is to apply this spare time to analyzing what is being said. They critically review the material by asking the following kinds of questions:

- What is being said to support the speaker's point of view? (Evidence)
- What assumptions are being made by the speaker and the listener? (Assumptions)
- How does this information affect me? (Effect)
- Can this material be organized more efficiently? (Structure)
- Are there examples that would better illustrate what is being said? (Example)
- What are the main points of the message? (Summary)

Elements of Highly Effective Speech-

I'd like you to take a moment to *experience* the following sentence, taken from a recent article exploring the nature of human consciousness: "Ceroplactic mechanisms relevant to the growing number of empirical studies of the capacity of directed attention and mental effort systematically alter brain function."



Exciting? Hardly! In fact, most of the words you read barely register in your brain, and most of the words you speak barely register in the listener's brain. In fact, research shows that words are the least important part of communication when you have face-to-face conversations with others. So before you utter another word to another person, memorize this list of the 8 key elements of highly effective speech:

1. Gentle eye contact
2. Kind facial expression
3. Warm tone of voice
4. Expressive hand and body gestures
5. Relaxed disposition
6. Slow speech rate
7. Brevity
8. The words themselves

Effective communication is based on trust, and if we don't trust the speaker, we're not going to listen to their words. Trust begins with eye contact because we need to see the person's face to evaluate if they are being deceitful or not. In fact, when we are being watched, cooperation increases. When we are not being watched, people tend to act more selfishly, with greater dishonesty.

Gentle eye contact increases trustworthiness and encourages future cooperation, and a happy gaze will increase emotional trust. However, if we see the slightest bit of anger or fear on the speaker's face, our trust will rapidly decrease. But you can't fake trustworthiness because the muscles around your mouth and eyes that reflect contentment and sincerity are involuntary. Solution: if you think about someone you love, or an event that brought you deep joy and satisfaction, a "Mona Lisa" smile will appear on your face and the muscles around your eyes will soften.

The tone of your voice is equally important when it comes to understanding what a person is really trying to say. If the facial expression expresses one emotion, but if the tone conveys a different one, *neural dissonance* takes place in the brain, causing the person confusion. The result: trust erodes, suspicion increases, and cooperation decreases.

Researchers at the University of Amsterdam found that expressions of anger, contempt, disgust, fear, sadness, and surprise were better communicated through vocal tone than facial expression, whereas the face was more accurate for communicating expressions of joy, pride, and embarrassment. And in business, a warm supportive voice is the sign of



transformational leadership, generating more satisfaction, commitment, and cooperation between other members of the team.

You can easily train your voice to convey more trust to others, and all you have to do is slow down and drop your pitch. This was tested at the University of Houston: when doctors reduced their speaking rate and pitch, especially when delivering bad news, the listener perceived them “as more caring and sympathetic.” Harvard's Ted Ketchup also discovered that using a warm voice would double the healing power of a therapeutic treatment.

If you want to express joy, your voice needs to become increasingly melodic, whereas sadness is spoken with a flat and monotonic voice. When we are angry, excited, or frightened, we raise the pitch and intensity of our voice, and there's a lot of variability in both the speed and the tone. However, if the emotion is incongruent with the words you are using, it will create confusion for the listener.

Gestures, and especially hand movements, are also important because they help orchestrate the language comprehension centers of your brain. In fact, your brain needs to integrate both the sounds and body movements of the person who is speaking in order to accurately perceive what is meant.[13] From an evolutionary perspective, speech emerged from hand gestures and they both originate the same language area of the brain. If our words and gestures are incongruent, it will create confusion in the listener's brain. Our suggestion: practice speaking in front of a mirror, consciously using your hands to “describe” the words you are speaking.

Media of oral communication-

What is Face to Face Communication, What is Face to Face Conversation; Face to face communication is an important medium of oral communication. Everyday people exchange their ideas and opinions through Face to face communication whenever they get chance. It is a widely used technique of oral but informal communication. Definition of face to face communication, Meaning of face to face communication, Face to face communication definition below here-

Teleconferences

Meeting conducted by use of telephones or cell phones without requiring attendees to be physically present in the same physical area. Teleconferences are usually of a business nature and may require a facilitator or party leader to lead the meeting. They are useful for companies operating in multiple locations or in various countries where not all members can be physically present in the same location.

This article is about a television series.

Press Conference-



Press Conference was a public-affairs television series aired in the United States in the mid-1950s.

Press Conference was similar in format and content to the long-running *Meet the Press* and was moderated by one of that program's creators, pioneering female journalist Martha Rooftree. On the program, a current newsmaker, generally but not always a politician, was questioned by a panel of newsmen in a typical press conference format. As usually done in a traditional press conference, the subject was allowed to make an opening statement (although not all chose to do so) prior to fielding questions.

Demonstration -

Demonstration involves showing by reason or proof, explaining or making clear by use of examples or experiments. Put more simply, demonstration means 'to clearly show'. In teaching through demonstration, students are set up to potentially conceptualize class material more effectively as shown in a study which specifically focuses on chemistry demonstrations presented by teachers. Demonstrations often occur when students have a hard time connecting theories to actual practice or when students are unable to understand application of theories.

Teachers not only demonstrate specific learning concepts within the classroom, they can also participate in demonstration classrooms to help improve their own teaching strategies, which may or may not be demonstrative in nature. Although the literature is limited, studies show that the effects of demonstration classroom teachers includes a change of perspective in relating to students, more reflection in the teachers' own classroom strategies, and more personal responsibility for student learning.^[3]

Demonstration, or clearly showing (a gamut that ranges from mere pointing to more sophisticated strategies such as chemical reactions), can possibly be used in portraying ideas such as defining words. At first, simple observation and communication through pointing to an object, area, or place, like the sun, moon, or a large mountain top, occurs. Then basic definitions of words emerge. These definitions allow humans to communicate, interact, plan, and co-ordinate in ways that help us to build cities, large buildings, technology, gain knowledge and to successfully communicate with computers. Further, basic concepts centered on time, space, and mathematics are first required to demonstrate and teach probable theories that accurately describe universal phenomenon such as nature, planets, species, and the world around us.

The history of phenomenon demonstrating concepts, which lead to specific definitions, goes back to the careful observations of ancient Greek philosophers and natural philosophy. Socrates, Plato, and Aristotle attempted to carefully define words that included natural phenomena and objects. The modern scientific method often uses demonstrations that carefully describe certain processes and parts of nature in great



detail. In science, often one demonstrates how an experiment is done and shows this to others.

People can also communicate values and ideas through demonstrations. This is often done in plays, movies, and film. Pictures without words can show or demonstrate various types of actions and consequences.

When using demonstration, there is a four-step process that will allow the students to have a clear understanding of the topic at hand.

Press Conference was launched on NBC in July 1956, but that fall moved to ABC. Initially shown in prime time, the program drew only a minimal, public-affairs oriented audience running against two high-profile Sunday night variety series, *The Ed Sullivan Show* on CBS and *The Steve Allen Show* on NBC; however, its appearance helped ABC to meet the public-interest requirements imposed on U.S. broadcasters by the Federal Communications Commission. *Press Conference* was moved to Sunday afternoon for three months in early 1957, prior to returning to prime time in April of that year under a new title, *Martha Roonfrees Press Conference*. The program ended in July 1957.

Meetings

1. Years of Experience

Travel ink has the resources and travel experience to handle your meeting whether it's big or small, across town or across the sea. More than 500 corporate clients depend on Travel ink, and many of our business customers have been with our company more than 15 years.

2. Dedicated Meeting Professionals

Our committed professionals are on-site during your event, coordinating and supervising facilities' staffers and contract employees. Our meeting specialists are equipped with the experience, tools, and the right relationships to help you cut through the clutter of meeting planning options and make sure your event is a success.

3. Latest in Travel and Event Management Technologies

Our technology allows us to quickly offer you a wide variety of options regarding locations, facilities, meals, entertainment, travel, and costs for every meeting. Modifying plans is quick and easy. We can handle the hundreds of issues and decisions that arise. This is where our dedication to personal service and forming a true partnership with our customers really shines.

DEMONSTRATION OF LEARNING

LAST UPDATED: 05.03.16



The term **demonstration of learning** refers to a wide variety of potential educational projects, presentations, or products through which students “demonstrate” what they have learned, usually as a way of determining whether and to what degree they have achieved expected **learning standards** or **learning objectives** for a course or learning. A demonstration of learning is typically both a learning experience in itself and a means of evaluating academic progress and achievement.

Defining *demonstration of learning* is complicated by the fact that educators use many different terms when referring to the general concept, and the terms may or may not be used synonymously from place to place. For example, the terms *capstone exhibition, culminating exhibition, learning exhibition, exhibition of learning, performance exhibition, senior exhibition, or student exhibition* may be used, in addition to *capstone, capstone experience, capstone project, learning demonstration, performance demonstration, and* many others. Educators may also create any number of homegrown terms for demonstrations of learning – far too many to catalog here.

In contrast to worksheets, quizzes, tests, and other more traditional approaches to assessment, a demonstration of learning may take a wide variety of forms in schools:

- Oral presentations, speeches, or spoken-word poems
- Video documentaries, multimedia presentations, audio recordings, or podcasts
- Works of art, illustration, music, drama, dance, or performance
- Print or online publications, including websites or blogs
- Essays, poems, short stories, or plays
- Galleries of print or digital photography
- Scientific experiments, studies, and reports
- Physical products such as a models, sculptures, dioramas, musical instruments, or robots
- **Portfolios** of work samples and academic accomplishments that students collect over time
- Presentations or slideshows that provide a summary of the skills and knowledge students have learned

Generally speaking, there are two primary forms of learning demonstrations:

1. A project, presentation, product, or portfolio that teachers use as a form of summative – i.e., an evaluation of student learning, skill acquisition, and academic achievement at the conclusion of a defined instructional period, such as a unit, project, course, semester, program, or school year.
2. A multifaceted assignment that serves as a culminating academic and intellectual experience for students, typically during their final year of high school or middle school, or at the end of an academic program or **learning-pathway experience** (Note: A culminating demonstration of learning may also be used as a form of “summative” assessment). See **capstone project** for a more detailed discussion.



Reform:

Schools and educators may use demonstrations of learning as a component of a wide variety of educational and instructional strategies, such as learning, community, **project-based learning**, or **proficiency-based learning**, to name just a few. While demonstrations of learning are diverse in design, purpose, content, and execution, they are typically evaluated against a common set of criteria or standards, using a **rubric** or set of scoring guidelines, to ensure consistency during the evaluation process from student to student or demonstration to demonstration, or to determine whether and to what extent students have achieved expected learning standards for a particular assignment, lesson, project, or course. Demonstrations of learning may be evaluated by a teacher or group of teachers, but in some cases review teams or panels of peers, community members, and outside experts – such as local business leaders or scientists – contribute to the evaluation process or provide students with constructive feedback. Some demonstrations of learning are even public events open to anyone in a **school community**. Students may also be asked to provide a formal reflection on what they have learned and created that describes how well they did in meeting either required or self-imposed learning goals.

Demonstrations of learning are typically designed to encourage students to think critically, solve challenging problems, and develop important skills and work habits such as written and oral communication, public speaking, research, teamwork, planning, self-sufficiency, goal setting, or technological and online literacy – i.e., skills that will help better prepare them for college, modern careers, and adult life.

Demonstrations of learning may be “interdisciplinary” in the sense that they require students to apply skills or investigate issues across many different subject areas or domains of knowledge. Demonstrations of learning may also encourage students to connect their projects to community issues or problems (also see **relevance**), or to integrate outside-of-school learning experiences, including activities such as interviews, scientific observations, or internships (also see **learning pathway**).

It is important to note that demonstrations of learning are typically purposeful teaching strategies designed to achieve specific educational **outcomes** – i.e., they are not merely “show and tell” opportunities. For example, demonstrations of learning can help teachers determine whether students have acquired skills that cannot be easily evaluated by traditional tests or papers, including the ability to apply skills and knowledge learned in one subject area – such as English language arts, math, or history – to problems in other subject areas or domains. For example: Can students write articulately and persuasively about a complex scientific theory or topic? Can students apply mathematical formulas in a spreadsheet to compile and analyze data and results from a laboratory experiment? Can students research the history of a scientific concept and explain how understanding of the concept changed over time as research findings provided new insights and information? In addition, demonstrations of learning also allow students to show what they have learned in multiple or multifaceted ways. For example, teachers may give students the choice to write a paper, produce a multimedia presentation, or deliver a lecture on a concept. Students may also



create a slideshow that describes all the work products they created and the knowledge and skills they learned over the course of a semester or school year.

Although demonstrations of learning can vary widely in structure, purpose, evaluation criteria, and learning objectives from school to school, they commonly require students to present, explain, or defend their project design, theory or action, or results (as in the case of a scientific experiment, for example). Whether students solve a complicated math problem, write a position paper on a social issue, design a working robot, or produce a work of art, drama, or engineering, demonstrations of learning require them to articulate their ideas and respond to questions and inquiries from teachers or other reviewers. A few examples will help to illustrate these general instructional intentions:

- Writing, directing, and filming a public-service announcement that will be aired on public-access television.
- Designing and building a product, computer program, app, or robot to address a specific need, such as assisting the disabled.
- Interning at a nonprofit organization or a legislator's office to learn more about strategies and policies intended to address social problems, such as poverty, hunger, or homelessness.
- Conducting a scientific study over several months or a year to determine the ecological or environmental impact of changes to a local habitat.
- Researching an industry or market, and creating a viable business plan for a proposed company that is then "pitched" to a panel of local business leaders.

Group Discussion-

What is a Group Discussion? Group discussion is an important activity in academic, business and administrative spheres. It is a systematic and purposeful interactive oral process. Here the exchange of ideas, thoughts and feelings take place through oral communication. The exchange of ideas takes place in a systematic and structured way. The participants sit facing each other almost in a semi-circle and express their views on the given.

How does Group Discussion differ from a Debate? Debate is competitive in nature while group discussion is a co-operative group process. In a debate, a speaker can speak either 'for' the topic or 'against' the topic whereas in a GD, the speaker can express both. The final decision or result in a debate depends on voting while in a GD, the group reaches group consensus. Why is a group discussion an important activity at college level? As a student, it helps you to train yourself to discuss and argue about the topic given, it helps you to express your views on serious subjects and in formal situations. It improves your thinking, listening and speaking skills. It also promotes your confidence level. It is an effective tool in problem solving, decision making and personality assessment. GD skills may ensure academic success, popularity and good admission or job offer. Thus it is important to be able to take part in a GD effectively and confidently. Participants should know how to speak with confidence, how to exhibit leadership skills and how to make the group achieve the goals. The panel which



normally comprises of the technical and HR (Human Resource) experts of the company will observe and evaluate the members of the team. The rules of the GD – the time limit, panel's expectations etc are explained after the initial introduction by the panel, soon after the topic or case to be discussed is given to the group members. The panel does not interfere during the discussion, it only observes. The panel at its discretion may provide some time to think over the topic or may ask them to start immediately. Each candidate is supposed to express their opinion either supporting or against the topic. The discussion carries on till the panel signals termination. It is left to the discretion of the panel to extend or cut short the given time. The objective of a selection in GD is mainly to check your team playing skills. You have to understand the other persons' point of view, while making your point and ensure that your team as a whole reaches a solution or agreement that is both feasible and accepted by all team members. There are four major areas of evaluation in selection GDs: subject knowledge, oral communication skills, leadership skills and team management. Subject Knowledge: Participants must possess a thorough understanding of the topic on which they are supposed to speak. You must prepare yourself to talk on a wide range of subjects. Be abreast of the current events, national and international affairs, burning social and economical topics, scientific and environmental issues, key newspapers' controversial topics and any experience that may be expected of an educated person. As a member of the group, you are expected to contribute substantially to the discussion. The originality of your ideas, your knowledge and initiative and your approach to the topic or case contribute to your success in the group discussion. The best way to equip you is to read daily newspapers, good magazines, national and international journals and also watch new bulletins and informative programmes on the television. Internet is the greatest boon which provides you with everything you are looking for. The World Wide Web is a vast database of current authentic materials that present information in multimedia form and reacts instantly to a user's input. The greater your knowledge of the subject, the more enthusiastic and confident you will be during the discussion. Once you have understood the topic or issue, you should be able to generate ideas as well as organize them so that you present it well. You will have the ability to analyze facts or information in a systematic way. A person putting forward new ideas that may work will be accepted as the natural leader of the group. The panel will observe the ideas put forward, their originality, the depth of analysis and their relevance to the topic. Problem solving skills are essential and do not hesitate to give solutions. Your approach to the case study will be observed keenly by the evaluators.

Oral report-

General Information:

The oral presentations will be 20 minutes long, plus 5 minutes left for questions at the end. The presentations need to be prepared on transparencies. Copiers, ink-jet printers, and laser printers can all be used to print on transparency media. Please note that transparency media compatible with one device are not generally compatible with the others. An overhead projector and a pointer will be provided at the presentations.



If the project has a primary author, the primary author should present the results, discussion, and conclusions of the project. This is expected to take (approximately) the last 10 minutes of the presentation. The first 10 minutes should be devoted to introducing the project and to discussing the experimental design the group followed and the apparatus and materials used. These first 10 minutes should be equally divided among the other group members.

If the project does not have a primary author, each member of the group should present for a similar length of time. The topics covered by each person are up to the group to decide.

The art of listening-

“According to the **International Listening Association**, more than 35 studies indicate that listening is a top skill needed for success in business, yet less than 2 percent of all professionals obtain training to improve listening skills,” Major says. “Listening isn't taught in any business school, and there are few listening courses available to companies. The subject tends to get dismissed as the dreaded 'touchy feely' stuff.”

A Valuable Skill:

Overlooking the importance of effective listening can have costly consequences. “Companies lose billions annually,” Major says. “Listening is an active interpretation that shapes our realities, and it's the answer to improving employee productivity and increasing business with customers.”

Listening is also the key to managing the mood in a company. “A lack of listening can result in degenerative moods among employees, including mistrust, resignation and resentment,” Major says, “whereas employees who feel listened to experience improved mood fueled by ambition and confidence, which boosts productivity and ultimately profitability.”

As business owners find themselves dealing with increasingly informed customers thanks to the explosion of technology, it becomes even more critical that they truly listen, Major says.

“All product information and pricing is available on the Web, which means that a small-business owner's competitive advantage is no longer found in lower prices,” he says. “Instead, the advantage is in customer service, and the essence of customer service is listening. When you really listen to customers and take their concerns seriously, they're happy to do business with you, even if your prices are a bit higher.”



Truly listening to customers can lead to substantial increases in business, adds business growth specialist **Steve Blue**, who has more than three decades of management and consulting experience.

“Years ago, I launched a new product based on one of my customer’s grumbling about a problem he had that no one was fixing,” says Blue, who is also the president and CEO of **Miller Ingenuity**, a railway component solutions company. “The customer mentioned it almost in passing, as if he’d said it a thousand times and nobody listened. But I did. After digging deeper, I formed a partnership where my customer became the product champion and test-bed. The product became wildly successful, earning my company millions and solving a long-standing problem in the industry.”

Listening Tips:

Effective listening can open the door to new opportunities, increase revenue, improve customer service and boost employee productivity. And almost everyone can use help fine-tuning or improving their listening skills. So how can you become a better listener? These five tips can help:

1. Forget outdated advice. “What passes for 'listening' training is largely stuff from the 1970s that falls into the category of active listening,” Major says. “That pointless practice calls for the listener to pay attention to what is said and repeat statements. For instance: ‘What I heard you say is that Bob is going to be late with the report because his printer isn't working.’ This technique teaches people to be parrots, missing the entire point and possibility.”

2. Interpret what you hear. True listening involves hearing plus interpreting, and it’s what people automatically do anyway, Major says. “For example, regarding the statement about Bob and the printer, it would be more useful to share an interpretation: ‘I heard what you said about Bob, and I interpreted that he's lazy and is once again dishing up some lame excuse for not getting his work done on time.’ ”

3. Clarify what you heard the other person say. Blue shares that his business partner in Brazil, who speaks reasonably good English but isn't fluent, does a great job of listening and clarifying. “Whenever we talk about something important, he'll say, ‘Let me be sure I understood you perfectly,’ and then he'll paraphrase what I said in his own jargon and tell me what he thinks it means.” That works well for people who speak the same language, too, because then both individuals are assured that they're being heard and understood.

4. Ask open-ended questions. You can open the door to deeper communication by asking questions that encourage interpretation, such as these: Tell me what you make of what I just said, what did you think I meant by that? Or how did that affect your thinking?



5. Validate what you heard. “Clients want to be heard and validated,” says Merilee Kern, owner of PR agency **Kern Communications**. “It’s imperative to receive a client’s input with enthusiasm and due respect, even when the input is uninvited or far off the mark,” Kern says, noting that no appropriate response starts with the word no.

“Applaud the client or customer for their effort, and mold and re-direct the input toward an idea that may be better suited for the desired outcome.”

Listening doesn't always mean agreeing, Major clarifies. “I can listen to a point of view and not agree with it or act in accordance,” he says. “What matters is that I'm attentive and engaged, and that the customer or employee maintains dignity.”

Principles of good listening-

12 Principles of good listening

Active listening

Following are the principles of good listening

1-Maintain eye contact. This is the first and foremost principle of good listening. It helps the listener to concentrate on the speaker’s words. It saves him from distracting his attention from the speaker.

2-Focus on content, not delivery. A Good listener never focus on the delivery, he always become all ears for the contents. He does not allow his attention to go astray from the words of the speaker.

3-Avoid emotional involvement. When you are too emotionally involved in listening, you tend to hear what you want to hear--not what is actually being said. Try to remain objective and open-minded.

4-Avoid diversion and distraction. A good and active listener focus on the contents he is listening not the nearby voices or sounds.

5-Consider the listening an inspiring intellectual job. Listening to an educational lecture is not a passive work. It is always edifying and useful for listener that is why he should take listening as an inspiring job.

6- Ask questions in your mind. Active listening keeps you alert. Always ask yourself some questions about the contents of the speaker. Keep evaluating his ideas during listening.

7- Keep your mind focused on the Speech.

Use the rate of speech and your rate of thought to anticipate what the speaker will say next.

In this way you will be able to keep your mind from straying.



8-do not interrupt the speaker. Let the speaker complete his speech or lecture and then ask question if any .Let yourself finish listening before you begin to speak.

9- Try to infer the main idea .The main ideas are the most important points the speaker wants to convey. Always try to infer the theme of the contents of the speaker.

10- Express that you are listening and understanding. Try to look at the speaker and express your attention by nodding now and then. Appropriate feedback at different points with smile, frown or laugh shows that you are actively involved in listening.

11-Remain Objective .Avoid emotional involvement because it will deviate your attention from the real contents of the speech.

12- Do not make assumptions about the speaker.

Never let your mind to assume something about the speaker before he finishes his speech or lecture. It will make you emotional or biased before the conclusion and you will not listen objectively.



Unit 3

Written Communication

Purpose of Writing

Narration (narrative writing): Narration is story telling. In many ways it is the easiest kind of writing because it comes so naturally to most people. Practically everyone enjoys telling and hearing stories. Narratives usually progress chronologically, and must have a clear beginning, middle and end. Short stories, novels, personal narratives, anecdotes, and biographies are all examples of narrative writing.

2Description (descriptive writing): Think of description as painting a picture with words. Of course, when you use words, you can paint more than what you see, but also what you feel, hear, smell and taste. The idea of description is to make the thing described seem real to your reader's imagination. Not much writing is purely descriptive; writers typically weave description into longer narrative works. Some essentially descriptive writing, however, might include certain forms of advertising, character sketches, and photograph captions.

WRITEATHOME: WE TEACH WRITING FOR YOU!

3Exposition (expository writing): Exposition is writing that explains or informs. It is a practical kind of writing (the kind you are reading right now!). Examples of expository writing include encyclopedia entries, news reports, instruction manuals, informative essays, and research papers.

4Persuasion (persuasive writing): Persuasive writing seeks to convince the reader of a particular position or opinion. Persuasive writing is in many ways the most difficult to do well because it requires knowledge of the subject, strong convictions, logical thinking, and technical skill. Some examples of persuasive writing include literary essays, editorials, advertisements, and book, music or movie reviews.

Other purposes for writing certainly exist, and more specific sub-purposes can exist within these four categories. You may write to pass an English class, to express your feelings to a loved one, to get your money back on a disappointing purchase, or to remind your brother to take out the trash. Still, just about any kind of writing imaginable fits into one or more of these four categories, and strong writers master the techniques and strategies required for each.

Clarity in writing

you tends to use less explicit descriptions (such as clichés, qualifiers, wordy



constructions, overuse of prepositional phrases, vague constructions). How might your discussion be more precise and engaging? How might you revise this sentence to make it clearer, more active, more convincing, and more connected to other sentences or ideas?

These questions touch on one of the foundations of effective writing – clarity. Excessive wordiness (often caused by passive constructions) can confuse readers and require them to spend more time trying to understand your sentences rather than your ideas. Writing clearly and concisely entails frequent revision, but there are some guiding principles to help refine your writing.

Principle of Effective Writing

Business affects everyone. If you don't end up in a business-oriented occupation, you will certainly have to engage in business as a client or customer. Skill in business writing is also a valuable asset for job-seekers. Businesses in almost every field need skilled writers. Advertisements, applications, reports, contracts, manuals, proposals, and memos are composed, revised, published and read in thousands of businesses across the nation. Then there are the countless letters, forms, and documents all of us encounter over the course of our everyday lives. There are few jobs these days that don't require some kind of skill with the written word.

Our world is increasingly dependent on the clear and effective communication of information. Often this communication takes place through face-to-face interaction or telephone conversations. There are numerous situations, however, in which written contact is preferable. Writing allows time to think things through and present information in the clearest, most concise manner. Writing provides a record that can be filed for future reference. A written message can be sent to a large number of people at once. In many cases, written communication carries more weight and is taken more seriously than a spoken conversation. For these reasons and more it is important to become familiar with basic business writing skills.

What does effective business writing look like? In many ways, good writing is good writing regardless of its particular purpose, but the following characteristics are especially important for business writing.

CLEAR PURPOSE

The well-known saying, "Time is money," is well-known because it's true. Nobody – especially a business person – wants his time wasted, so be sure your purpose is clear and that what you write is worth taking the time to read.



CLARITY AND CONCISENESS

There is a time and a place for creative figures of speech and poetic turns of phrase, but rarely is a business letter that time or place. The priority in business writing is the effective communication of specific information. Avoid wasting words and be precise with the ones you choose.

AWARENESS OF AUDIENCE

Know the audience you are writing to. It makes a difference whether you are communicating with a customer service representative, a long-time co-worker, or a potential new client. Beware of phrases and expressions that could be misunderstood or offensive. Know what your reader needs and wants to hear, and allow that knowledge to shape your writing.

APPROPRIATE TONE

One tricky aspect of writing is that tone (i.e., the attitude of the writer toward his subject or audience) can easily be misinterpreted. Avoid sarcasm. Be aware that a letter can sound colder and more severe than you may intend. Pay attention not only to what is said, but how your words may be interpreted. Do not be overly informal or familiar.

WRITEATHOME STUDENTS WRITE BETTER. CHECK OUT OUR WEBSITE!

ATTENTION TO FORM

Business letters, proposals, memos, and many other types of business writing require particular formats. Adhering to standard form eliminates confusion and helps the reader quickly identify the purpose of the document. Attention to details of form is more important in business writing than most other kinds of writing.

In many ways writing in a business setting is less demanding than other kinds of writing. There is little pressure to be creative or particularly original. You are not creating art, after all; you are using the written word for its most basic purpose: to communicate information. This, however, is not always as simple as you might think. Good business writing, like every skill, requires practice.

Writing Technique

You must choose your writing technique carefully before you begin writing the story. Consider the topic of the story and the audience that will read it. Sometimes it is appropriate to use the word "I" in your story or reveal your own opinions on a topic,



while other times it is not. Using the appropriate writing technique can make the difference between your story being a hit or total flop.

Descriptive

Descriptive writing occurs when the writer uses very detailed information to explain the story. This can involve detailed descriptions of the characters, the setting and even objects. This style of writing is used to immerse the readers in the story, allowing them to create a vivid mental picture of the setting in their minds. For example, a line from a descriptive story might read, "He was 6'4, with deep blue eyes, chestnut brown hair and a bright white smile."

First-person

When using a first-person writing technique, the writer is able to incorporate his own ideas into the story. Instead of just presenting the facts, the writer can let his own opinions come out in the writing. For example, a story written in a first-person technique would have the word "I" worked in throughout the text.

Narrative

A narrative writing style tells a story. The writer introduces different characters and a setting to the readers, while keeping his or her own voice silent. Narrative stories present a problem that is played out and eventually solved. One of the most common examples of a narrative is a movie script, but narratives are also frequently used in short stories as well.

Persuasive

In a persuasive writing style, the author tries to change the reader's mind on a certain topic or issue. Writers present facts supporting their opinions and try to convince the reader to join in their beliefs. An example of this is often seen in newspaper and magazine columns, or in political speeches.

Subjective

A story written in a subjective writing technique displays facts from both sides of an issue or subject. The writer is able to use first-person terms such as the word "I", but does not choose one side to support. Writers simply list the pros and cons of the subject so the readers can develop their own informed opinions. Newspaper articles are often written in a subjective style.



Electronic Writing Process

One of my earliest and richest professional development activities was with the National Writing Project. As a newly certified English teacher, the NWP's process approach to writing seemed a whirlwind: how could I help my students to see the possibilities within all the stages of pre-writing, organizing, drafting, and revision? Slowly, I came to understand the process approach to writing and became a particular fan of Donald Murray, who made visible the struggles of writers and the joy of discovery through the written word.

Now, with nearly 20 years of middle and high school teaching behind me, I still respect the writing process approach and its benefits. I also recognize that the nature of writing has changed tremendously over those two decades due to the significant influence of digital tools and sources. Of course, today's composers still must meet the commonly accepted conventions of the genre in which they are engaged, but our visual digital culture creates different demands than did the primarily print text-based world.

Digital environments mediate the navigation, length, and complexity of texts, requiring composers to adapt to audience, tone, and purpose in ways that previous generations were never required. Digital environments have disrupted the writing process as we once knew it due to an interwoven combination of traditional narrative sequencing, hyperlinks to other digital sources, and infusions of multimedia texts like videos and podcasts, and interactive response fields.

Survey: Have students surf the web and a large body of texts as a way of frontloading concepts and language. One way to ensure that students' research meets your institution's guidelines for social appropriateness and keen content connections is to curate a collection of digital models through which students can surf. Duration helps to illuminate what works among digital design, multimedia choices, and narrative structure. And, so they learn to embed a pattern of attribution, it's probably best for students to grab short phrases of direct excerpts from the sources they find, using quotation marks. Otherwise, students might find themselves part of a plagiarism controversy.

Organize: Students need to sort through the chaos of all the fabulous texts and direct excerpts they've gathered from the web. Have students group their direct excerpts according to commonalities, and then have them narrow those commonalities into hierarchies. Students will also benefit from exposure to different methods to code evidence, such as color coordinating, charting, doing in-document keyword searches, or



categorizing. Eventually, move students from an integration of patterns into a systematic, theoretically embedded explanation.

Address: One of the truly marvelous benefits of surfing the web is the capacity to see how other composers design their ideas and formats. Commonly called conventions of the genre, these expected ways of adhering to a particular type of compositional style take a bit of scrutiny. Have students analyze a variety of texts within a particular genre and identify certain predictable characteristics. As students move into drafting their own compositions, they should practice different approaches to establishing mood and tone through deliberate word choices. And, because their digital design should be visually appealing to appeal to a targeted audience, they should recognize and incorporate pointed design techniques, a clear message, and a professional look.

Revise: Believe it or not, the revision stage of the digital writing process is the most time-consuming. That's because a first full draft of a composition, in all likelihood, lacks depth of ideas, language cohesion, and/or an interrelated design structure. Moreover, when one aspect of the digital composition is changed, the other areas are immediately affected. Guide students through a series of directed steps to consider how each part of the digital design process interacts with others. Provide opportunities for 1-to-1 teacher: student conferencing, small group collaboration, and focus group feedback so that students have a balance of ample creative time and constructive responses.

Survey Again: Often, a full and revised draft of a composition still isn't polished enough. That's why the digital writing process requires composers to return to the web and to continue to survey mentor models of published digital compositions. This final step is often lacking in classrooms, although new digital technologies and pedagogical tools have emerged to help teachers in the teaching of revision. Students need to revisit the digital sources that originally inspired them, study them with a newly formed composer's point of view, and decide what additional strategies they can adopt to infuse more nuance, voice, and authenticity to their own original compositions.

Many teachers now incorporate multimodal texts into their instruction as ways of making meaning. Because digital realms mediate content and meaning, curricula must also change to address new possible digital composing pathways. Teachers in a PEW Research Center study report that their students have a broad audience for written material due to pervasive social media production opportunities. It's time for teachers and cultural workers across disciplines to embrace a new Digital Writing Process as a necessary way to help guide our students to their highest levels of digital compositional excellence.



Unit 4

Business Letters & Reports

Needs & Functions of Business Letters

Business letters secure, promote and maintain business without complications; Business letters serve us a reference for the future. Every organization should have to classify its outgoing mail and incoming mail and file them classified on the basis of their subject matter in a chronological sequence. Business letters serve to maintain the correct information of the organization in the perception of the receiver. Business letters establish and maintain contacts over a wide area truly enlarging the scope and extent of business. Business letters can be used as legal documents in disputes. All business letters promote goodwill and enhance the prestige and the image of the organization.

We can enumerate the functions of a business letter thus:

(A) Promotional Functions: Business organizations have to grow and enlarge, improving the quality of their products, by producing new products and providing better services. The customers have to be kept informed through letters these developments. Business organizations have to expand their market by tapping new areas. All round expansion is possible only if the organization keeps all the people concerned well informed through letters that promote sales and service.

(b) Informational Functions: Business letters provide valuable data about earlier policies, transactions and all other activities of the organization. Modern business cannot depend on memory as in olden days. Letters are ready references if they are available. New policies can be evolved by studying the earlier ones. It is not only essential to maintain good correspondence but also more essential to make them be available in the files.

(c) Legal Functions: Business letters can provide evidence in legal disputes, if any that occur in a transaction. They are useful as legal documents in quotations and offers.

(d) Goodwill Functions: Business letters promote goodwill among parties transacting business. They build a good rapport between parties in a business transaction.



All these functions of a business letter promote sales and improve the image of the firm. So, every business letter is a sales letter if it serves the stated or implied objectives.

Planning & Layout of Business Letter

Your business communications reflect the professionalism of your company. The stationery should reflect the type of business you conduct. For example, a law firm, accounting practice or investment service company presents an image of trust worthiness and stability, while a marketing firm is more cutting edge and colorful. Since the advent of the Internet, email, live chat and private messaging have become more prevalent, and letters have become more informal. But it's still prudent to follow the correct layout for business letters.

Step 1

Set the margins 1 inch from the top and bottom, and left and right sides.

Step 2

Write your company's name on the left hand side of the stationery on the first line, left justified. Write the street address including the suite number, if any, under the company name. The city, state and ZIP code goes on the third line under the address. If your stationery has this information preprinted on it, skip this step.

Step 3

Left justify the next line 2 inches from the top of the page or 1 inch below the city, state and ZIP code line of your address. Write the date using the format month, spelled out, date and year. The date may also be tabbed to the center and started there.

Step 4

Type the recipient's address: the recipient's personal title, first name and last name, left justified about half an inch under the date. Use the correct personal title such as Mr., Mrs., Miss or Ms. If you don't know which title a woman prefers use Ms. Type the person's job title on the same line as the name, after the last name, if the person holds an executive title. If you don't know the title, leave it blank. The company name goes on the next line under the recipient's name and title. The street address and the suite number go under the company name with the city, state and ZIP code as the final line.

Step 5

Skip an inch down and start the salutation writing, for example, "Dear Mr. Smith," followed by a colon.

Step 6

Skip one line and begin the body of the letter. All paragraphs should be left justified. Skip a line between each paragraph. You may prefer to use a block format where the



first line of each paragraph is flush left, the same as the rest of the paragraph, or an indented format where the first line of each paragraph is indented 1/2 inch.

Step 7

Skip one line below the end of the last paragraph before the closing, left justified.

Capitalize the first letter of the first word of the closing but not the second, for example, "Best wishes" or "Thank you." Add a comma after the last word of the closing. Skip four lines and then type your name and company title. Sign the letter within the four-line space. If someone else typed the letter he should put his initials under your typed name. If you typed the letter do not include your initials.

Kinds of Business Letters

Sales Letters

Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

Order Letters

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

Complaint Letters

The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

Adjustment Letters

An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer's favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

Inquiry Letters

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.



Follow-Up Letter

Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.

Letters of Recommendation

Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.

Acknowledgment Letters

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

Cover Letter

Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.

Letters of Resignation

When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.

Essentials of Effective Correspondence

In evolving an effective system of communication, the management should consider the following essentials for effective communication:

(1) Clarity of Information:

Commenting on the 'communication realism' Terry says that first essential of effective communication is to 'inform yourself fully'. It implies that first of all the communicator must be clear in his mind with the information he wants to communicate.

Communication should always be in common and easily understandable language so that it may not be misunderstood by the persons receiving it.



(2) Adequacy of Message:

The message to be communicated should be adequate and complete in all respects since incomplete information turns out to be dangerous from the viewpoint of business. The adequacy of information being transmitted depends upon the intellectual capabilities of parties concerned.

(3) Consistency of Message:

The message to be communicated should not be mutually conflicting rather it should be in line with the overall objectives, policies, programmes and procedures of the organization. Self-contradictory messages always create chaos and confusion in the organization which is highly detrimental to the efficient running of the enterprise. If the message is amended from the previous one, the fact should be clearly stated so that the chances of confusion can be reduced.

(4) Feedback:

Feedback is an important method of ensuring effective communication. It refers to the confirmation of the idea communicated whether the message has been understood by the receiver in the same sense in which the sender makes or whether the recipient is agreed or disagreed to the proposal of the communicator, makes it essential on the part of the sender to confirm it from the receiver.

In case of face to face communication, it is easier to get feedback information observing the emotions and expressions on the face of the receiver. But, for written communication, the management should devise or evolve suitable means and ways for making communication more effective.

(5) Understanding the Receiver:

Understanding is the main aim of communication. The communication must create proper understanding in the mind of the receiver. Killian advised, "communicate with an awareness of the total physical and human setting in which the information will be received.

Picture the place of work; determine the receptivity and understanding levels of the receivers; be aware of social climate and customs, question the information's timeliness. Ask what, when and in which manner you would like to be communicated with if you were in a similar environment and position."

(6) Consultation:

It is generally desirable to consult others in planning communication. This will provide additional insight and objectivity to the message. An important advantage of



consultation will be that those who have been taken into confidence while planning communication will lend active support.

(7) Determine Medium:

After having decided the subject matter it should be determined as to how best this message is to be communicated. All aspects of oral or written communication must be carefully examined.

(8) Tone and Content:

The communicator must be careful about the language he uses while speaking or writing. His tone, expression and emotion will have a definite impact on the effectiveness or otherwise of what he is trying to communicate.

(9) Timing and Timeliness:

Proper attention should be given to the timing and timeliness of the communication. The same message will be received or responded differently by different individuals and groups at one time and differently by the same individuals and groups at different times.

Even in an emergency one dare not overlook the situational, psychological and technical aspect of timing. Moreover, it is also necessary that information should be given in time as out-of-date information is as bad as or worse than none at all.

(10) Support with Action:

It is highly necessary that the actions of the communicator should support his communication. This is because action speaks louder than words. The most persuasive communication, it should be noted, is not what one says but what one does.

(11) Listening:

A very important aspect of effective communication is that executives and supervisors should be good listeners. It is dangerous to be inattentive or indifferent when others are attempting to communicate. The ten commandments of American Management Association state: "Listening is one of the most important, most difficult and most neglected Skills M communications.

It demands that we concentrate not only on the explicit meanings another person is expressing, but on the implicit meanings, unspoken words, and undertones that may be far more significant. Thus, we must learn to listen with the inner ear if we are to know the inner man. "



(12) Environment of Trust and Confidence:

F.E. Fischer has pointed out that 'communication grows best in a climate of trust and confidence'. Every effort should, therefore, be made to win confidence by reporting facts honestly. Employees need to be convinced and feel that the company is truthful and sincere in its contacts.

Paul Arnold, President of Arnold Bakeries: "If your employee's relation programmed is a sound one, if your intent is true, if your people believe in that intent, and in that truth, then and only then you are successfully communicating."

(13) Keeping the System Always Alive:

The system of communication should be kept open and alive all the year round. It is only by honest attempts that good communication relations can be developed.

Purpose

Business letters can be written to employees or managers, as well as clients and prospective customers. The business letter is a formal type of communication that is usually typed on 8 1/2 by 11-inch white stationery paper. Business letters must be targeted to a specific individual or group, have a clear and concise purpose, be convincing and end with a specific objective, like a meeting date.

Sales Efforts

The purpose of a business letter can include introducing customers to new products. In direct mail, a form of advertising, these letters are called sales letters. The sales letter is usually mailed with a brochure and order form. While the color brochure often features a company's products, the sales letter is designed to highlight the key benefits of the products for the consumer or business customer. All introductory or sales letters must follow the AIDA (attention, interest, desire, action) principle, according to businessballs.com. The heading or letter should grab the reader's attention, interest them enough to read it, increase their desire to own the product, and prompt them to purchase it.

Relationship Building

Purposes of business letters also include apprising or thanking business associates or customers. For example, a cover letter sent with a report can apprise business associates about the contents of the report. These letters are often very short, with bullet points highlighting key topics discussed in the report. Thank you letters can be used by companies to thank customers for a recent order. The objective of the thank you letter is to build rapport with the customer, and remind them of the company's products or



website. Another purpose of a business letter is to order products. This type of letter usually takes the form of a purchase order. The purchase order is a legal document between the buyer and seller that states the quantity and dollar amount of a specific order.

Selling Incentive Sales

The purposes of business letters can include providing sales incentives for customers. Selling incentive sales letters are used to offer rebates, coupons or special deals to long-term customers. For example, a small printing company may offer a 20 percent discount to customers who have used their services for six months or longer. An alternative would be to offer the discount to customers who spend a certain dollar amount with the printer. Companies typically use selling incentive sales letters to promote existing products.

Prevention/Solution

Sometimes, a business must write a letter to acknowledge a complaint. This complaint could involve a customer service issue, damaged product or even an inaccurate shipment. Consequently, the company must write a letter to the customer that informs them what is being done to correct the error. Complaints can lead to potential legal problems. Therefore, it is important for companies to address customer complaints immediately.

Considerations

Finally, a company may write a business to a "lost customer" or someone who has not purchased products for a while, according to the Austin Business Journal. Internet, mail order and retail companies that use databases often have the ability to pinpoint these customers. Subsequently, they may write to these customers and offer them a special deal. For example, a small cell phone company may send letters to customers who have cancelled their service introducing a new monthly rate that is lower than their competition.

Kinds & Objective of Report

The word 'report' is derived from the Latin 'reportage' which means to carry back (re=back+ portage = to carry). Generally a report is a description of an event carried back to someone who was not present on the scene. Thus in a broad sense, many memorandums, letters and news items are called as reports. When an instructor prepares a list of absent students or an analysis of an examination result, or when a technician fills in the form of readings taken from a measurement, he is writing a report. Such reports are the result of careful investigation, sound thinking, logical organization and clear writing and they are presented in a conventional form sanctioned by long and



varied experience.

A number of reporters have made an attempt of knowing the absolute meaning of the report. Let us consider some of these:

- A report is an account of something. It is usually an answer to a question or a demand from some other person from information.
- A formal report, that is present in organized form the information that has been requested by an authorized person.
- A report is a communication from someone who has information, to someone who wants to use that information.

There are some essential points implied in the above definitions. They are as follows:

1. a report is a formal statement of facts or information or an account of something
2. It is presented in a conventional form.
3. It is written for a specific audience.
4. It contains conclusions reached by the writer.
5. It often includes recommendations.

DEFINITION:

A report is a formal communication written for a specific purpose; it includes a description of procedures followed for collection and analysis of data, their significance, the conclusions drawn from them, and recommendations, if required.

Different types of Reports:

Generally business reports are categorized into two ways. They are oral and written. An oral report is a piece of fact-to-face communication about something seen or observed. Though it saves the reporter's time, it is more time-consuming for the receiver as he has to listen to every word of the report.

Reports:

Oral
Written
Formal
Informal
Informational
Interpretive
Routine



A written report is relatively more accurate and permanent. In certain cases the reader may just skim through it, or read the abstract or the conclusions or recommendations only. It can be referred to again and again and is by its very nature more formal than an oral report. Written report is then divided into two types. They are as follows:

- Formal report.
 1. Informational.
 2. Interpretive.
 3. Routine.
- Informal report.

Formal reports vary a great deal according to their purposes and contents, and different organizations have different ways of classifying them. Some classify them according to their source or frequency of appearance, others by their length or degree of formality or physical form.

Informational report:

An informational report contains only the data collected or the facts observed in an organized form. It presents the situation as it is and not as it should be. It does not contain any conclusions or recommendations. It is useful because it presents relevant data put together in a form in which it is required by the management to take decisions.

Interpretive report:

An interpretive report, like an informational report, contains facts but it also includes an evaluation or interpretation or analysis of data and the reporter's conclusions. It may have recommendations for actions. An interpretive report which consists principally of recommendations is also called a recommendation or recommendatory report.

Routine report:

All that the report writer has to do is to put a tick mark against certain items listed in the form or write very brief remarks against them. These reports are written usually for recording routine matters at regular intervals, e.g. confidential reports on employees, periodic reports on the progress of projects, reports on inspection of equipments also, they are called as Routine reports. Routine reports are further divided into many types. They are as follows:

- Progress reports,
- Laboratory reports,
- Inspection reports,
- Inventory reports.



Progress reports:

The frequency of progress reports depends upon the practice followed in an organization. They may be written and circulated at the end of each phase or a specified period of time or completion of a stage of work. If they are prepared at regular intervals, they are called as periodic reports. They contain the following information:

- Date, Total work to be completed.
- Work completed to date, work to be completed.

Laboratory reports:

A laboratory report is an account of various steps, findings and conclusions put together in a logical order. As a matter of fact, no scientific experiment can be considered valid unless it is presented in terms intelligible to other scientists. Thus, writing laboratory reports is considered to be an essential part of scientific investigation and experimentation. These reports contain the following elements:

- Heading, Experiment No.,
- Date,
- Statement of analysis,
- Apparatus used.

Inventory reports:

It is customary for every organization to take stock of equipment, furniture, stationery, etc. at regular intervals. The person who checks the stock fills in his findings in a prescribed form.

E.g. White paper-10 reams
Letterheads-500
Typing paper-4 reams
Carbon paper-2 boxes
Pencils: Black-3 dozens
Red-2 dozens.

Writing Reports

A business report is a document in which the author analyses a business issue and gives recommendations based on that analysis. It may also be referred to as writing a business case or a manager's briefing.



HR practitioners are likely to write business reports to summaries their investigations into a particular situation (for example to explain a difficulty in attracting particular talents during the recruitment process) or to support a proposal to introduce a new initiative (for example when introducing a new learning and development programmed).

Students are likely to be asked to write a business report as part of their studies, usually as a piece of assessed work. Such reports differ from an essay because they have a much more structured approach.

Reports written by students and HR practitioners will have a similar format, apart from a literature review. It's unlikely that a report written for a business audience would need a literature review, although there could be some circumstances in which this would be appropriate

Unit 5

Drafting Of Business Letters Enquiries & Replies

I. Direct Inquiry Letters

Letters that ask for information are among the common ones written in business. Because the exchange of information is routine, the people involved are likely to conclude at such requests are reasonable, and they probably will grant them. Thus, when you are involved in such a situation, your analysis of the likely effects of your objective on the reader will probably lead you to conclude that a direct plan is in order. You should make exceptions, of course, when your request is negative or when it requires explanation or conditioning. As we shall see, you can handle such problems better with an indirect plan.

Therefore, letters of inquiry are requests for information. The enquiry could be of product or the service or person's credibility or general information. This is the part of routine business transactions.

You should shift to developing the specific plan. You should organize your letter in your mind from beginning to end. And, as you did in reaching your decision to use the direct approach, you should base your letter's organization on your analysis of your reader's likely reactions to your message. Your analysis generally will lead you to proceed as follows.

A Question Beginning



As we have decided to use the direct approach, we shall begin the routine inquiry with words that get right to the main objective. More specifically, since our objective is to ask for information, we start with a question. Such directness is appreciating, for it moves quickly – just as most business people want their work to move. Also, a question is provocative. Because it stands out from other sentences, it commands extra attention in the mind. Thus, it is likely to communicate better than other sentence forms.

1. First, we can begin with a question that addresses a part or the letter's entire objective. For example, in a problem in which the objective is to get answers to five questions about a company's product, the opening question could be one of the five: "Will you please send me test results showing how Doro-Press withstands high temperatures and long exposure to sunlight?"
2. Second, if you feel that such a beginning sentence will produce a startling effect, you may use a general question covering the more specific one example: "Will please answer the following questions about your new Doro-Press products?"

This general-question approach is less direct and timesaving than the other, for you must still ask all the specific questions.

Adequate Explanation

We need to explain enough somewhere in the letter to enable the reader to answer, because our reader is likely to need information to assist in answering our questions. Before we attempt to question, we must know how much or how little knowledge about our situation our reader already has and how much he or she needs to have in order to answer. An inquiry about a certain product, for example, might go to a person who knows all the answers to our questions.

Where and how we include the necessary explanatory information depend on the nature of our letter. Usually general explanatory material that fits the entire letter is best placed following the direct opening sentence. Therefore, place the information anywhere it fits logically.

Structured Questions

The structure of question depends on the amount inquiry we need from the reader. The position of question can be decided on objective. For example, an inquiry involving just one question will be achieved by incorporating it into the initial sentence. If we need to



ask a number of questions, however, we will need to give some thought to their organization.

Hence, if it involves more than one question, make each stand out: Place each question in a separate sentence. Structure the sentence in separate paragraphs. We must number the question and use the question form of sentence.

The "It would be nice if you would tell me.....or "I would like to know . . ." forms really are not questions. They do not ask; they merely suggest. Questions that stand out are those written in question form – those using question words such as "Will you please tell me ..?", "How much would one be able to save ...?", "How many contract problems have you had ...?", and the like.

Goodwill in the Ending

Because it is the natural thing for friendly people to do, we should end direct-inquiry letters with some appropriate, friendly comment. This is how we would end a face-to-face communication with the reader. We must avoid abrupt ending as it will give negative information about us. Our letter will receive a more positive reaction in your reader's mind if we use words selected specifically for the one case. The general "A prompt reply will be appreciated" or "Thank you in advance for your answer" varieties do little to create a feeling of personal attention in the reader's mind. A much more positive reaction would result from something like "If you will get this refrigeration data to me by Friday, I will be most grateful."

Types and Contexts

There are two types of inquiry letters: **solicited and unsolicited**.

You write a **solicited** letter of inquiry when a business or agency advertises its products or services. For example, if a software manufacturer advertises some new package it has developed and you can't inspect it locally, write a solicited letter to that manufacturer asking specific questions. If you cannot find any information on a technical subject, an inquiry letter to a company involved in that subject may put you on the right track. In fact, that company may supply much more help than you had expected (provided of course that you write a good inquiry letter). If you need to find the names and addresses of businesses related to your report project, see the section on finding information in libraries.

Your letter of inquiry is **unsolicited** if the recipient has done nothing to prompt your inquiry. For example, if you read an article by an expert, you may have further questions or want more information. You seek help from these people in a slightly different form of inquiry letter. As the steps and guidelines for both types of inquiry



letters show, you must construct the unsolicited type more carefully, because recipients of unsolicited letters of inquiry are not ordinarily prepared to handle such inquiries.

Contents and Organization

Early in the letter, identify the purpose – to obtain help or information (if it's a solicited letter, information about an advertised product, service, or program).

In an unsolicited letter, identify who you are, what you are working on, and why you need the requested information, and how you found out about the individual. In an unsolicited letter, also identify the source that prompted your inquiry, for example, a magazine advertisement.

In the letter, list questions or information needed in a clear, specific, and easy-to-read format. If you have quite a number of questions, consider making a questionnaire and including a stamped, self-addressed envelope.

In an unsolicited letter, try to find some way to compensate the recipient for the trouble, for example, by offering to pay copying and mailing costs, to accept a collect call, to acknowledge the recipient in your report, or to send him or her a copy of your report. In a solicited letter, suggest that the recipient send brochures or catalogs.

In closing an unsolicited letter, express gratitude for any help that the recipient can provide you, acknowledge the inconvenience of your request, but do not thank the recipient "in advance." In an unsolicited letter, tactfully suggest to the recipient will benefit by helping you (for example, through future purchases from the recipient's company).

How to write an inquiry letter

Be courteous. Remember, by making this request you are imposing on the reader's time and/or resources. Don't send an inquiry letter for information that you could easily find out by other means, such as with a quick search on the Internet. Your letter can be fairly short, but it should be long enough to adequately explain what it is that you are inquiring about and what you want the reader to do in response to your letter.

Generally, give at least a couple of weeks for the person, company, or organization to respond to your inquiry before sending a follow-up letter or making a follow-up phone call.

If appropriate, you may want to mention that you will keep any information provided confidential. (This may increase the likelihood that the reader will respond to your inquiry.)



Make it as easy as possible for the person to respond to your request. This might mean offering to pay for any needed photocopies or mailing costs, or perhaps including a self-addressed, stamped envelope; necessary forms, questionnaires, or other documents; and so forth. Make sure to include contact information so that the person can easily get in touch with you if necessary, such as your cell or home phone number or e-mail address. When the person responds to your inquiry, it is a good idea to send a quick note of thanks expressing your appreciation and telling how the information helped (or can help) you. If appropriate, you may want to offer to return the favor in the future.

Tips for writing an inquiry letter:

Begin your letter by stating who you are and giving your status or position (such as student, researcher, interested consumer, etc.), and tell how you found out about the individual or entity that you are writing to. Clearly state what it is that you are inquiring about and what you would like the recipient of your letter to do? Make your inquiry as specific as possible.

You might want to briefly explain the purpose of your letter or what you hope to accomplish. Such an explanation may prompt the recipient of your letter to act more quickly. If appropriate, consider mentioning the letter recipient's qualifications for responding to your inquiry (this may prompt him/her to act when he/she might otherwise be hesitant to do so). For example, you could explain that you are writing to the reader because she is a leader in her field and the accepted authority on the subject you are interested in. Include the date by which you need the information, services, etc. that you are requesting, and indicate that you await the reader's response. Thank the person for his/her time.

Tips for responding to an inquiry letter:

Specifically indicate the inquiry that was made, as you understand it. Express your appreciation for the person's interest. If possible, personally respond to the inquiry. You might want to include with your response letter any brochures, catalogs, reports, or other helpful information available. If appropriate, clearly describe any action you feel the person should take and the reason(s) for such a recommendation. (However, you may want to use caution because of any possible liability you might incur for offering such advice.)

If you cannot personally answer the person's question, let him/her know that you have contacted the person who can and that he/she will shortly be in touch with the reader. If this is not possible, express your regret for being unable to help the reader, and try to find out for him/her the contact information for someone who can help.

If appropriate, you might want to include additional information about your organization, the products or services you sell, or the subject matter of the inquiry,



beyond the scope of the original inquiry. Close by saying that you would be happy to help the reader in the future if he/she needs further assistance or by wishing him/her well in his/her endeavor or project, etc

Placing & Fulfilling Orders

Placing Orders

An order letter is a contract of selling and purchasing or services. Orders are considered one of the simplest type's of direct requests. While placing an order, you need not excite your reader's interest; just state your needs clearly and directly.

Many companies use special forms for ordering merchandise or service. They may use their own, called a *purchase order*, or one provided by the seller, called an *order form*. These forms have blank spaces to ensure the inclusion of all necessary information. Their advantage is that they enable a company to number and so carefully file all expenditures.

Nevertheless, there will be times when an order must be put into letter format. At such times, you must be sure to include COMPLETE, ACCURATE INFORMATION because incomplete orders result in delayed deliveries, and inaccurate facts result in receipt of the wrong merchandise.

Here are some suggestions for writing effective order letters.

1. Give the Information in a Clear Format

to make your letter easy to read, do one of the following:

·Write a separate, singlespaced paragraph for each item, with double spacing between paragraphs. Arrange your order in a tabular form similar to an order blank.

When several sets of numbers, items, and prices are given, tabular form is clearer than writing the information in sentences.

2. Write Orders, not just Hints

Legally, an order letter is the "offer" portion of a contract. The "acceptance" portion of the contract is completed when the seller sends the merchandise. Use specific and direct openings such as "please send me" Or "Please ship..." rather than vague phrases such as "I'm interested in" Or "I'd like to...."

3. Give a Complete Description of Each Item



Include the following information in your order letter:

I. Quantity ordered.

Miscatalog (or model or stock) number

iii. Name of product

Iv. Description of product, including as much of the following as is appropriate (1) color (2)

Size (3) material, (4) grade or quality, (5) pattern, (6) finish, and (7) any other details

Available.

Vaunt price

Virtual price for desired quantity

Vii. Any other information that you have, including where you saw the product advertised.

4. Tell How You Will Pay for the Order

Give the mod of payment to be used (personal check, COD, money order, or credit card). Be sure to add any shipping charges and sales tax that may be part of the total cost. If you want the item charged to a credit card, give the credit card number and the expiry date. Also, if the printed name on the credit card differs from the signature and typed name on the letter, be sure to give the exact name of the cardholder.

5. Tell Where, When, & how you want the Merchandise Shipped

Give the shipping address, or say that you want the merchandise sent to the address above (your return address) or below (if your address is typed below your typed signature). If you need the order by a certain date, be sure to include that date in your order letter. And if you have a preference, include the method of shipment. Otherwise, the seller will choose the shipping method and will send the merchandise when it is convenient. For example, you may need the merchandise in a hurry and be willing to pay the extra cost of air express.

Merchandise is shipped *FOB destination* or *FOB shipping point*. The initials *FOB* stand for "free on board."

If merchandise is shipped *FOB shipping point*, the buyer pays shipping charges over an



d above the cost of the merchandise. If merchandise is shipped FOB destination, the seller pays the shipping charges and they are included in the price of the merchandise.

Complaints & Follow-up Sales Letters

To complaints letter-writing is effective for private consumers and for business-to-business customers who seek positive outcomes from writing letters of complaint. The principles apply to complaints emails and phone calls too, although letters remain generally the most reliable and effective way to complain, especially for serious complaints.

Effective complaints letters (and any other way of complaining) should be:

- **concise**
- **authoritative**
- **factual**
- **constructive**
- **friendly**

Imagine you are the person receiving customers' letters of complaints. This helps you realize that the person reading your letter is a real human being with feelings, trying to do their job to the best of their abilities. Your letter should encourage them to respond positively and helpfully to the complaint. No matter how mad you feel, aggression and confrontation does not encourage a helpful reaction to complaints.

Good complaints letters with the above features tend to produce better outcomes:

- **Concise** letters can be understood quickly.
- **Authoritative** letters - letters that are well written and professionally presented - have more credibility and are taken more seriously.
- **Factual** letters enable the reader to see immediately the relevant details, dates, requirements, etc., and to justify action to resolve the complaint.
- **Constructive** letters - with positive statements, suggesting positive actions - encourage action and quicker decisions.
- **Friendly** letters - with a considerate, cooperative and complimentary tone - are prioritized because the reader responds positively to the writer and wants to help.

Circular Letter

Circular letter is one of the oldest types letter. This kind of letter originated in ancient time when people felt the necessity of circulating any message to a large number of people at a time in the same way.



Generally, the letter that is used to circulate any special message to a huge member of audiences at the same time is known as circular letter. It is one of the cost effective means of circulating information or introducing new products to mass people. However, circular letters are not only used in business, but also in social, political and personal affairs.

Prof. W. J. Weston said, "A circular letter is one which is meant to be read by a number of correspondents. It is of the nature of an advertisement and is usually a business announcement or an attempt to advance business."

From the above discussion we can say that circular letter is a kind of written announcement that is distributed to a large number of people to convey any commercial or non-commercial message at minimum time, costs and efforts. Drafting circular letter is purely an art. It should be drafted in such a way that can attract readers' attention and can serve its purpose.

Importance or advantages of circular letter

Circular letter circulates information relating to a company, its products and services etc. to a large number of people at a time. It plays an important role in the growth and development of business. Its importance is briefly discussed below:

Easy method of conveying information: Circular letter is the most easy, simple and effective way to convey any information to a huge number of people.

Achieving economy: Circular letter can be used for wide publicity of products. As a result, organizations can save cost of sending letters to different parties separately and can gain economy.

Saving time: Circular letter transmits information to a large number of people at a time. It does not require reaching each individual separately. Thus, it saves time.

Less effort: Circulating information to each individual separately is a time consuming and laborious job. Circular letter helps to overcome this problem. Through circular letter, we can communicate with large number of people at a minimum effort.

Creating market: Through circular letter, a company can inform the potential customers about its products and services. In this way, new market can be created.

Increasing consumer's confidence: Convincing and attractive circular letter can easily touch the reader's heart and thus helps to enhance consumer's confidence on the company's products.



Creating public consciousness: In circular letter, information like price, quality, utility, place of availability etc. are mentioned in details that make people more conscious about the product.

Application for Employment and Resume

The form should give the employer an insight into you as a person and encourage them to want to meet you to find out more.

All applicants will be asked to fill out the same form, so use the following typical sections to present evidence of how you've developed relevant skills and gained valuable experience through your academic, work and personal life:

- **Educational background** - you'll usually be expected to provide information on institutions attended, courses taken and qualifications gained.
- **Work experience** - you may be asked to describe or list the main duties of your current job, or any positions that you've held in the past.
- **Competency-based questions** - this is where you get to show how you meet the person specification for the role, by promoting yourself as the best candidate for the job.
- **Personal statement** - if a supporting statement is required, this should be well-structured - possibly using headings to set out how you meet the job criteria.

Most applications require a minimum of two referees; usually an employer and an academic tutor.

Never lie on your CV or job application. Not only will you demonstrate your dishonesty to a potential employer, but there can be serious consequences too. For example, altering your degree grade from a 2:2 to a 2:1 is classed as degree fraud and can result in a prison sentence.

Unit 6

Information Technology for Communication

Word Processor

A word processor is a computer program that provides special capabilities beyond that of a text editor, such as the WordPad program that comes as part of Microsoft's Windows operating systems. The term originated to distinguish text building programs



that were "easy to use" from conventional text editors, and to suggest that the program was more than just an "editor." An early user of this term was Wang, which made a popular workstation system designed especially for secretaries and anyone else who created business letters and other documents. In general, word processors screen the user from structural or printer-formatting markup (although WordPerfect and other word processors optionally let you see the markup they insert in your text). Without visible markup, it's possible to describe a word processor as having a WYSIWYG (what you see is what you get) user interface.

The most popular word processor is Microsoft Word, which is often purchased as part of Microsoft's Office suite. However, there are a number of other general and specialized word processors that have a user following.

Telex

The **telex** network is a switched network of Teleprompters similar to a telephone network, for the purposes of sending text-based messages. The term refers to the network, not the Teleprompters; point-to-point teleprompter systems had been in use long before telex exchanges were formed starting in the 1930s. TelePrompTer evolved from telegraph systems, and like the telegraph they used the presence or absence of a pre-defined level of current to represent the mark or space symbols. This is as opposed to the analog telephone system, which used differing voltages to encode frequency information. For this reason, telex exchanges were entirely separate from the telephone system, with their own signaling standards, exchanges and system of "telex numbers" (the counterpart of a telephone number). When telephone and telex exchange equipment was co-located, which was not uncommon, the different signaling systems would sometimes cause interference.

Telex provided the first common medium for international record communications using standard signaling techniques and operating criteria as specified by the International Telecommunication Union. Customers on any telex exchange could deliver messages to any other, around the world. To lower line usage, telex messages were normally first encoded onto paper tape and then read into the line as quickly as possible. The system normally delivered information at 50 baud or approximately 66 words per minute encoded using the International Telegraph Alphabet No. 2. In the late days of the telex networks, end-user equipment was often replaced by modems and



phone lines as well; reducing the telex network to what was effectively a directory service running on the phone network.

Facsimile (Fax)

A facsimile (fax) machine uses public switched telephone networks (PSTN) and the Internet for the electronic fax transmission of text and images.

Digital fax machines use modified Huffman and modified read data compression formats and scan 100-400 lines per inch (LPI).

Fax functionality is segmented by class, group, data transfer rate (DTR) and conformance with the International Telecommunication Union's Standardization Sector (ITU-T).

Fax machines are also known as tealeaf machines, telecopy machines or telecopy's.

E-mail

Electronic mail is a method of exchanging digital messages between computer users; such messaging first entered substantial use in the 1960s and by the 1970s had taken the form now recognize as **email**. Email operates across computer networks, now primarily the Internet.

Some early email systems required the author and the recipient to both is online at the same time, in common with instant messaging. Today's email systems are based on a store-and-forward model. Email servers accept, forward, deliver, and store messages. Neither the users nor their computers are required to be online simultaneously; they need connect only briefly, typically to a mail server, for as long as it takes to send or receive messages.

Originally an ASCII text-only communications medium, Internet email was extended by Multipurpose Internet Mail Extensions (MIME) to carry text in other character sets and multi-media content attachments. International email, with internationalized email addresses using UTF-8, has been standardized, but as of 2016 not widely adopted.

The history of modern, global Internet email services reaches back to the early ARPANET, with standards for encoding email messages proposed as early as 1973 (RFC 561). An email message sent in the early 1970s looks very similar to a basic text email sent today. Email played an important part in creating the Internet, ^[2] and the conversion from ARPANET to the Internet in the early 1980s produced the core of the current services. The ARPANET initially used extensions to the File Transfer Protocol (FTP) to exchange network email, but this is now done with the Simple Mail Transfer Protocol (SMTP), first published as Internet standard 10 (RFC 821) in 1982.

Voice Mail



Voicemail is a method of storing voice messages electronically for later retrieval by intended recipients. Callers leave short messages that are stored on digital media (or, in some older systems, on analog recording tape).

Originally, voicemail was developed for telephony as a means to prevent missed calls, and also to facilitate call screening. In recent years, voicemail has become integrated with the Internet, allowing users to receive incoming messages on traditional computers as well as on tablets and mobile phones.

Microsoft Exchange is a popular platform for voicemail with desktop and notebook computers. Users can play their voicemail messages either as audio (MP3) or as text. In order to play a voicemail or read it as text, the user simply clicks on an inbox item, just as would be done with an ordinary e-mail message.

One particularly interesting development is the integration of voicemail with e-mail. Google Voice, for example, can translate voice messages into text for viewing on mobile and tablet devices. Google Voice also allows free or low-cost worldwide texting. Users can set up custom greetings for various callers. Address books can be shared across multiple platforms such as e-mail, a landline phone, and a mobile phone. Google Voice and similar applications work in effect like voice-enabled e-mail in reverse.

Proponents of voicemail-to-text, voice-enabled e-mail, and unified messaging assert that these applications have largely dissolved the barriers between data networks and traditional voice networks.

Internet

The **Internet** is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link billions of devices worldwide. It is a *network of networks* that consists of millions of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and peer-to-peer networks for file sharing.

The origins of the Internet date back to research commissioned by the United States federal government in the 1960s to build robust, fault-tolerant communication via computer networks. The primary precursor network, the ARPANET, initially served as a backbone for interconnection of regional academic and military networks in the 1980s. The funding of the National Science Foundation Network as a new backbone in the 1980s, as well as private funding for other commercial extensions, led to worldwide participation in the development of new networking technologies, and the merger of



many networks. The linking of commercial networks and enterprises by the early 1990s marks the beginning of the transition to the modern Internet, [3] and generated a sustained exponential growth as generations of institutional, personal, and mobile computers were connected to the network.

Although the Internet has been widely used by academia since the 1980s, the commercialization incorporated its services and technologies into virtually every aspect of modern life. Internet use grew rapidly in the West from the mid-1990s and from the late 1990s in the developing world. In the 20 years since 1995, Internet use has grown 100-times, measured for the period of one year, to over one third of the world population.

Most traditional communications media, including telephony and television, are being reshaped or redefined by the Internet, giving birth to new services such as Internet telephony and Internet television. Newspaper, book, and other print publishing are adapting to website technology, or are reshaped into blogging and web feeds. The entertainment industry was initially the fastest growing segment on the Internet. The Internet has enabled and accelerated new forms of personal interactions through instant messaging, Internet forums, and social networking. Online shopping has grown exponentially both for major retailers and small artisans and traders. Business-to-business and financial services on the Internet affect supply chains across entire industries.

The Internet has no centralized governance in either technological implementation or policies for access and usage; each constituent network sets its own policies.[4] Only the overarching definitions of the two principal name spaces in the Internet, the Internet Protocol address space and the Domain Name System (DNS), are directed by a maintainer organization, the Internet Corporation for Assigned Names and Numbers (ICANN). The technical underpinning and standardization of the core protocols is an activity of the Internet Engineering Task Force (IETF), a non-profit organization of loosely affiliated international participants that anyone may associate with by contributing technical expertise.

Multimedia

Multimedia is content that uses a combination of different content forms such as text, audio, images, animation, video and interactive content. Multimedia contrasts with media that use only rudimentary computer displays such as text-only or traditional forms of printed or hand-produced material.

Multimedia can be recorded and played, displayed, dynamic, interacted with or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. Multimedia devices



are electronic media devices used to store and experience multimedia content. Multimedia is distinguished from mixed media in fine art; by including audio, for example, it has a broader scope. The term "rich media" is synonymous for interactive multimedia. Hypermedia scales up the amount of media content in multimedia application.

Teleconferencing

A teleconference is a telephone meeting among two or more participants involving technology more sophisticated than a simple two-way phone connection. At its simplest, a teleconference can be an audio conference with one or both ends of the conference sharing a speaker phone. With considerably more equipment and special arrangements, a teleconference can be a conference, called a videoconference, in which the participants can see still or motion video images of each other. Because of the high bandwidth of video and the opportunity for larger and multiple display screens, a videoconference requires special telecommunication arrangements and a special room at each end. As equipment and high-bandwidth cabling become more commonplace, it's possible that videoconferences can be held from your own computer or even in a mobile setting. One of the special projects of Internet2 is to explore the possibility of having teleconferences in which all participants actually appear to be in the same room together. Today's audio teleconferences are sometimes arranged over dial-up phone lines using bridging services that provide the necessary equipment for the call.

Mobile Phone Conversation

Having telephone conversations in a second language can be very stressful. If you don't know what to say, it is very common to feel nervous in any conversation. This is true even when speaking in your native tongue. One of the main reasons people get nervous is because they aren't prepared and know they might make mistakes during the conversation.

To improve confidence on the phone you must learn what to say. The first thing you should do to improve your telephone communication ability is to start out small by learning simple vocabulary and phrases. Start by knowing different greetings. It is so easy when learning English to try to do too much too soon and then get frustrated with not being able to speak as you had imagined. You have to start small, gradually developing skills and slowly working up to something more difficult.

Relax and enjoy yourself as well. Everyone knows learning a language can be frustrating! Don't worry if you make mistakes. Native speakers of English understand that you won't say everything the exact same way that they would. You shouldn't feel that you can't make any mistakes, no one expects you to be perfect.



In the following examples on English telephone conversations, we will give many examples of sentences and phrases you should know. From the start until the end of a telephone conversation we will go over everything all the way from greetings to goodbyes.

Here are a few sets of Telephone Conversations. Read the conversations in each set so that you will become familiar with the typical words frequently used in telephone conversations. Only over the period of time and after more practice hours, you could master how to converse in telephone. You might have had many such telephone conversations either in your social life or in your business life. Share your blissful moments with us. You will be duly acknowledged.

Video Conferencing

Videoconferencing (VC) is the conduct of a **videoconference** (also known as a **video conference** or **video teleconference**) by a set of telecommunication technologies which allow two or more locations to communicate by simultaneous two-way video and audio transmissions. It has also been called 'visual collaboration' and is a type of groupware.

Videoconferencing differs from videophone calls in that it's designed to serve a conference or multiple locations rather than individuals. It is an intermediate form of video telephony, first used commercially in Germany during the late-1930s and later in the United States during the early 1970s as part of AT&T's development of Picture phone technology.

With the introduction of relatively low cost, high capacity broadband telecommunication services in the late 1990s, coupled with powerful computing processors and video compression techniques, videoconferencing has made significant inroads in business, education, medicine and media.

SMS

Short Message Service (SMS) is a text messaging service component of phone, Web, or mobile communication systems. It uses standardized communications protocols to allow fixed line or mobile phone devices to exchange short text messages.

SMS was the most widely used data application, with an estimated 3.5 billion active users, or about 80% of all mobile phone subscribers at the end of 2010. The term "SMS" is used for both the user activity and all types of short text messaging in many parts of the world. SMS is also employed in direct marketing, known as SMS marketing. As of September 2014, global SMS messaging business is said to be worth over USD 100



billion, and SMS accounts for almost 50 percent of all the revenue generated by mobile messaging.

SMS as used on modern handsets originated from radio telegraphy in radio memo pagers using standardized phone protocols. These were defined in 1985 as part of the Global System for Mobile Communications (GSM) series of standards as a means of sending messages of up to 160 characters to and from GSM mobile handsets. Though most SMS messages are mobile-to-mobile text messages, support for the service has expanded to include other mobile technologies, such as ANSI CDMA networks and Digital AMPS, as well as satellite and landline network

Telephone Answering Machine

The **answering machine**, **answer phone** or **message machine**, also known as the **telephone answering machine** (or **TAM**) in the UK and some Commonwealth countries, **ansaphone** or **ansafone** (from a trade name), or **telephone answering device** (**TAD**) is a device for answering telephones and recording callers' messages

Unlike voicemail, which can be a centralized or networked system that performs a similar function, an answering machine must be set up in the user's premises alongside – or incorporated within – the user's telephone.

Advantages and limitations of these types of communication.

Electronic communication is a form of communication that is used for the transfer of data, images, and signals, etc. through wire, electromagnetic energy, radio, photo electronic or photo-optical systems. The fast-track popularity of electronic communication is courtesy its accuracy, unmatched ease of use, and comfort. However, there also exists a flip side to the scenario as there are minus points that contribute to its reputation as well.

It was successfully implemented for the first time on the ARPANET in 1971 by Raymond Samuel Tomlinson. Electronic communication is not only a novel tool; it also serves to be an interesting mode of communication. However, while being a crisp form of conveying messages, it has a facet that inclines toward the negative. We as individuals are so involved in tracking 'world records', that retaining interest in sustaining immediate relations confers to a no dice situation. Internet tote-a-tote rises a notch above the personal ties, the latter becoming a quaint drollery of sorts. Electronic communication, thus, consists of two- facets that shoulders peak, and nadir consequences.

Pros of Electronic Communication



Electronic communication benefits people across the world by lending to them, the privilege to share televised pictures, conversations, graphics, circuits, and interactive software. Interaction between individuals, no longer intonates a cumbersome attitude. If you have an acquaintance who resides in a different geographical location, communication is no more a pain in the neck. Technological opportunities have assisted us to communicate with ease, making the process an activity inviting leisure.

Visual and Textual Communication too...

Your conversations could be visual, as well as textual. A noble deed accomplished through electronic communication is to assist the people with auditory impairment, in conveying their messages. With this mode of communication, the recipient receives the message within a few seconds of the sender sending it. The recipient can read the message anytime, anywhere with regards to his convenience.

Faster Communication

Communication, as a process, has got its act together, leading to acceleration in processing of important matters in relation to business, finance, trade, etc. For instance, the act of acquiring information on a said topic does not rely on tedious documentation procedures as communication, no more, tied to its apron strings.

Work from Home

as there are no dictations on time and place of usage some prefer to opt for jobs that may be conducted from the comforts of their home. Obtaining a job that legitimates official proceedings to be forwarded from home, has been a proven agent in generating work opportunities. This form of work arrangement is generally termed telecommuting. An individual with health complications may prefer to work from home, rather than conforming to office hours, and working policies.

Long Term Storage and Easy Access

the communicated messages can be stored permanently or temporarily on disks or tapes for years or can even be printed and stored in files. The process of learning now is considered elementary and efficacious as information can be obtained, or retrieved in accordance with the requirement.

Saving Money

since communication does not take place via hard copies, money spent on purchasing paper and charges incurred on printing, and postal deliveries is regulated. After the mail is delivered to the receiver, it is placed safely in the hard disk of the receiver's computer.

Cons of Electronic Communication

the main issue with electronic communication is security. Your computer can be hacked, and affected with computer virus. This can have an adverse effect on the computer system, and the network. The volume of transmitted data is large with the transmission being fast. Hence, it becomes difficult for employers, and managers to absorb, process, and understand the same, and provide proper feedback to their



employees.

Security Concerns

the speed with which the messages are transmitted, often, changes the structure of the messages, which, at times, can be misinterpreted. Electronic data can be duplicated through and through without any proof of duplication. These messages can also be modified. At times, people can intentionally send malicious programs; such as, viruses, worms, and Trojans through emails, these being difficult to detect.

Loss of Privacy

another disadvantage of electronic communication is an issue related to email privacy. An email is sent in the form of data packets via computer network. These data packets have to pass through a number of routers (a computer device used for forwarding packets in the computer network) and computers, before it reaches its destination. Thus, there are chances of an individual tampering with the emails before it reaches its recipient.

Doubtful Authenticity

while the data packets are transferred from one computer system to another, they can be lost when one router transfers it to another. If the router is bombarded with a large number of data packets than its carrying capacity, the receiver can experience a delay in receiving it. The 'from message header' of a message can be modified, hence, hampering the authenticity of the same.

Cyber Addiction

Technology was invented, and successively discovered to pamper usability; however, when usability becomes instinctively habitual, problems arise. Technology has become a modus operandi of sorts, leading to cyber addiction. Making your presence felt all over the net ad nauseam, may evoke symptoms of social withdrawal. Some people get ants in their pants about checking their text, or their email inbox constantly; only an onlooker would know how chafed he feels when he witnesses such behavior.

Gate Crashing Private Time

Technological interventions, induced accidentally on purpose by individuals, have done a fantastic job of gate crashing into private time; inadvertently, leading to fractured relations and -- not surprisingly -- divorces. Some people get ants in their pants about checking their text, or their email inbox constantly; only an onlooker would know how chafed he feels when he witnesses such behavior.

A majority of technological workings in the world have their pros, and cons. In spite of its disadvantages, most of us depend on electronic communication for our work as it has become an integral part of our lives.