

SHIVAJI UNIVERSITY, KOLHAPUR

**Syllabus to be implemented from
2022 onwards.**

M.Sc. Part - I NEP (CBCS)

Sem-I

SEC-I Communicative English-I

PERSONAL AND PROFESSIONAL COMMUNICATION

Unit : -1. Personal Communication.

Unit: -2. Professional Communication.

M.Sc. Part I Sem. I

SEC - I

Unit No.1

Personal Communication

The purpose of the unit is to make students familiar with the personal communication in English. It includes personal letters, telephone communication and e-communication but the focus will be on telephonic and e-communication. The word communication is originated from old French *comuunicacio*, Latin word *communicare* or *Communication* which means 'to share'. Generally speaking, communication is a process to transfer information, ideas, suggestions, orders, requests, feelings, plans, messages, grievances etc. from one person to another or many or from one group to another. It is a kind of meaningful interaction between sender and receiver. There are different modes of communication. Previously, we used to communicate through traditional means like messengers. Post offices are important centers for correspondence. There are various sub-types of communication according to its content and use of medium or means. With the advancement in science and technology and the spread of internet all over the world, there emerged a new type of communication which is known as E-Communication. In this unit, we are going to discuss about the interactive methods with the help of personal letters, telephone communication and e-mail communication.

A) Private Letters

A personal letter is a type of letter (or informal composition) that usually concerns personal matters (rather than professional concerns) and is sent from one individual to another. It's longer than a dashed-off note or invitation and is often handwritten and sent through the mail.

Let us first understand that there are broadly two types of letter, namely Formal Letters, and Informal Letters.

- **Formal Letter:** These letters follow a certain pattern and formality. They are strictly kept professional in nature, and directly address the issues concerned. Any type of business letter or letter to authorities falls within this given category.
- **Informal Letter:** These are personal letters. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation. Informal letters are generally written to friends, acquaintances, relatives etc.

Informal Letters

Informal letters are written to close acquaintances of the writer, their friends, family, relatives, etc. Since they are written to close relations the letters have an informal and personal tone. Casual language is used while writing informal letters. And sometimes the letters may even have an emotional undertone.

Informal letters are mainly used for personal communication. So they do not have to follow any specific pattern, format or conventions. They can be written as per the writer's wishes and the requirement of the situation. So the letter is written in a personal fashion in casual unassuming language.

<p>1170 E Ward, Rajaram Road, Kolhapur. 20th Aug, 2019.</p> <p>Dear Neha</p> <p>Thank you very much for last week letter. It was great pleasure to hear from you after so many months. You seem to be having a nice time in Kashmir.</p> <p>Thanks also for the photographs. I absolutely loved that snap yours standing in the side of lake. Kashmir looks like a heaven.</p> <p>There's not much happening here. I am busy with my work and study.</p> <p>By the way, are you coming home anytime soon? If you are, let me know the dates and we can arrange to meet up.</p> <p>Hope to see you soon.</p> <p>Komal</p>

Format of Informal Letter

As we discussed earlier there is no set format when writing an informal letter. But there is a general pattern, some conventions that people usually follow. We will be looking at this pattern and

certain tips on how to write effective and attractive informal letters. These can act as guidelines when you are drafting a letter; they are not hard and fast rules. Let us begin.

Address

The first thing to write is your address, i.e. the address of the writer. We usually write the address on the left-hand side of the page at the very top. The address should be accurate and complete. Even when writing to close friends or relatives the address must be written, so they can reply back to the letter with ease. If the recipient of the letter is in another country, do not forget to write your country as well in the address.

Date

Next just below the address we write the date. This allows the reader to have a reference as to when the address was written. He can then relate better to the contents of the letter.

Greeting

Now since you know the person you are writing to, the greeting can be informal as well. If it is a friend or someone close to your age you can greet them by their first name, like “Dear Alex”. If you are writing to your relative like your mother/father/aunt/uncle etc, you may greet them as such, for example, “Dear Mom”. And if you are writing to an elder person, someone you respect greatly you can address them as Mr or Mrs. Like say for example you were writing a congratulatory letter to your teacher, it can be addressed as “Dear Mrs. Alex”.

Introduction Paragraph

And now we begin writing the actual letter. The introductory paragraph sets the tone for the whole letter. You might begin by asking the recipient about their well being. Or you may say that you hope the letter finds them in good health and great spirits. The opening of informal letters should be casual and comforting. It must not be formal and direct as in business letters.

Learn how to write amazing stories from this Story Writing Guide.

Body of the Letter

The letter overall should maintain a friendly tone. But you have to adjust the language and the wordings according to who you are writing to. With a friend, you can afford to be very casual and flippant even. But if you are writing to an elder relative, you must be extremely respectful and considerate.

One way to determine the tonality of your letter is to remember how you talk to the person in a conversation. And then apply the same syntax and sentiments to the letter.

Conclusion

In the conclusive paragraph sum up the reason for writing the letter, i.e. summarize the letter. Say a meaningful and affectionate goodbye to the reader. And do not forget to invite the reader to write back or reply to your letter. It shows an intention to keep the conversation going.

Signature

There is no one way to sign off informal letters. Since they do not follow a strict format, you may sign off as you please. Some commonly used phrases are

- Lots of Love
- Best,
- Best Wishes,
- Kind Regards,
- Kindly,

Now study a formal letter:

The Manager
New Restaurant
C Ward
Kolhapur.

19/07/2019

Dear Sir/ Madam,

I am writing to complaint letter about a meal we had in your restaurant yesterday.

We had booked a table for six but when we arrived there were no free tables and we had to wait for more than 45 minutes to sit down.

From a menu of 12 dishes, only four were available and their quality was very poor. The fish, in particular, tasted awful and the waiter was rude when we told him about this.

We have visited your restaurant several times but in the past but this is the first time we have

1170 E Ward,
Rajaram Road,
Kolhapur.
20th Aug, 2019.

received such a bad treatment. I am not asking for a refund but I would like you to improve the quality of your dishes and service.

Yours faithfully,

(Pradeep Patil)

Task 1

1. Write a letter to your friend to attend wedding ceremony of your brother.
2. Write a letter to your mother or father about Annual examination.
3. Write a complaint letter to Municipal Corporation about irregular water supply in your area.

B) Telephone Communication

Telephone communication or telecommunication refers to the practice of communication over a telephone. Telephone communication first came into existence in 1876 when Alexander Graham Bell invented it. Numerous developments have taken place since then. It has revolutionized the business world considerably. With increasing amount of business being done over the telephone and its use in 24 hour professional call centers, it becomes imperative to have effective telephone communication.

Telephonic communication is used to give information, make inquiries, give messages, fix appointments, book a hotel room or a train/ bus/ plane ticket, to deal with complaints etc. Telephonic communication needs to be clear and precise to be effective. Effective communication results in productive relationships and can yield better customer service and sale. We shall see some basic telephonic interactions and the necessary spoken expressions.

a) A Business Phone Call:

A business phone call begins with an introduction. Here are some common expressions used while introducing oneself on the telephone:

“Hello, this is----- .”

“Good morning, -----here.”

“This is----- speaking.”

“Could I speak to----- please?”

While calling in a business context, you should show politeness by using words like:

‘could’, ‘would’, ‘can’, ‘may’

e.g. “Could you connect me to Laura, please?”

“Would it be possible to hold the meeting on Friday?”

“May I have your phone number, please?”

“Could you spell it for me?”

Also, note that while requesting or asking for help or information, you should use:

‘please’, ‘thank you’, ‘thank you very much’ etc.

e.g.

“Thank you very much, Suresh.”

“Could you repeat that please?”

One of the most important things to remember during a phone call is to maintain a polite and friendly tone. Usually in business calls the language used is formal spoken English. However, some informal expressions may be used provided the tone is polite and friendly as in:

“Hang on for a moment, I’ll put you through.”

“Okay, bye”

“Thanks”

“Cheers”

“No problem”

After introduction, sometimes you need to give additional information like where you are speaking from or on whose behalf you are speaking:

“I’m calling from Kodani”

“I’m calling on behalf of Model College, Nipani”

Study the following responses from the receiver to the caller:

“Hello, Nirmala Patil here”.

“Modern Textiles, Good Morning. How may I help you?”

“Yes. Hold on the line please.”

“May I know who’s speaking please?”

“I’ll just put you through.”

Task 2

i) Give appropriate expressions for the following purposes:

- Introduce yourself and ask for a particular person
- Ask the caller to hold on giving reason
- Tell the caller that the particular person is out of station
- Ask for the name and phone number of the caller

ii) Complete the following telephonic conversation using appropriate expressions:

Receptionist: Shri Computers. Good Morning.

Desai : Good Morning, Patil here. I’d like-----.

Receptionist: I’ll get through to Mr. Khot who looks after sales.

Patil :-----.

Receptionist-----please Mr. Patil. Here you are.

Khot : Khot here ----- I help you?

Patil : I’m interested in your exchange offer for old washing machines.

Khot : I’m sorry Mr. Patil, the offer was -----.

Patil : Oh, I’m sorry.

Khot : It’s all right. ----- your telephone number? -----know if the offer is extended.

Patil : My----- . Thanks a lot.

Khot : Thank you for -----.

Patil : Bye

b) Expressing Negative Reply:

Sometimes the person wanted is not available or the caller has dialed a wrong number. In such cases you need to give a negative reply. But, it should not sound rude. You can use expressions like:

I'm afraid-----is busy at the moment, can I take a message?

I'm sorry; Sunanda is out of station today.

Sorry, you may have dialed the wrong number.

I'm afraid the line is busy at the moment. Could you call back later please?

Task 3

I) Give appropriate expressions for the following situations:

i) As a switch-board operator, tell the caller that you'll connect him to the person wanted. Imagine the names and other details.

ii) As a receptionist at Hindustan Paints, ask the caller for the message to be given to the officer.

3) Respond to the second situation above.

- II) Sudam : Hello, this is Sudam Raje speaking.
 Neha : Universal Computer Solutions, Good------. How-----you?
 Sudam : Can I-----Mr. Rhatwal? He had asked-----him.
 Neha : I'm ----- meeting.
 Sudam : When will he be free?
 Neha : -----by 4 pm. May I ask him to ----- ?
 Sudam : Yes, -----.
 Neha : May I ----- number please?
 Sudam : It's -----.
 Neha : 9850642134 Have I got it right?
 Sudam : Yes,-----
 Neha : Bye.

c) Asking for Repeating Point:

If a person speaks fast or in a low voice or there is some problem in communication then the other person should get the things clarified and ask for repeating the point.

I'm afraid I can't hear you very well.

Could you repeat that please?

Would you mind speaking up a bit please?

A receptionist or office assistant is often required to take or give messages during a telephonic call. The following expressions are useful in such circumstances:

Can I have your name and number please?

Can I have a message please?

Could you please ask_____to call me back?

Could you spell that for me please?

Can I just check the phone number please?

Study the following example:

Neha : Hello it's Neha here. Can I speak to Mrs. SunandaDesai please?

Rupali : Phoenix Sales. Good morning Neha.

Neha : Can I talk to Mrs. Sunanada Desai please?

Rupali : I'm afraid she's busy at the moment. Can I take a message?

Neha : Yes, please. I met Mrs.Sunanda Desai last month. She asked me phone her when I was in Pune. It's about a possible joint project. As I am leaving for Delhi tonight it would be good if she could call me before then. Could you ask her to call me?

Rupali: Sure. Could you give me your number please?

Neha: It's 09944558825.

Rupali: That's fine. I'll ask her to ring you when she's free.

Neha: Thanks, Bye.

Example 2: Making enquiries:

Usha: Hello, Usha Patil here.

Sarita: New College. Good morning Usha.

Usha: I'd like to join the Fashion Designing Course in your college. Could you guide me about the details?

Sarita: Yes, sure. It's a certificate course of one year duration and is recognized by the UGC. You can apply for the course online. The details regarding fees, syllabus and schedule are available on the college website.

Usha: Could you give the site address please?

Sarita: Sure. It's www.newcollege.edu.in

Usha: Thank you so much.

Sarita: My pleasure, goodbye.

In the same manner you can also inquire about hotel booking, train/ bus/ plane ticket booking and the like.

Task 4

i) Write a telephonic conversation between Manik and Shobha. Use the following points: booking a hotel room, type of room, rate, facilities, duration of stay etc.

ii) Complete the following telephonic conversation:

Sudhakar : Hello, is it Pooja Travels?

P.T. : Yes, how may I help you?

Sudhakar : I'm interested in your ----- tour. Could you tell me about it please?

P.T. : Yes, sure, Mr----- ?

Sudhakar : Sanjay, Sudhakar Patil.

P.T. : The cost per person for 15-day Europe Premium Tour is Rs. -----.

Sudhakar : Oh, I see. When is the----- ?

P.T. : It starts from Jan. 15, 2019.

Sudhakar : Then please book two tickets for me please.

P.T. : ----- Sudhakar, the booking for the ----- tour is full. But, let me see .., two seats are available for the next tour scheduled for-----.

Sudhakar : -----, I shall----- amount by RTGS tomorrow itself.

P.T. : In that case you are entitled for a discount of Rs.----- per seat. The -----are available on our website. Thank you for-----.

Sudhakar : -----.

d) Dealing with Complaints:

As a receptionist or an office assistant, you may have to encounter angry callers and deal with their complaints. In such situations you should not lose your calm. Whenever you are dealing

with clients over the phone, remain positive and all that you can to satisfy them, empathize with them when necessary.

Read the following carefully:

Vinayak: Hello, this is Vinayak from Gadhinglaj.

Ramesh : Ajab Publications, Kolhapur. Good morning, Vinayak. How may I help you?

Ramesh: My college hasn't received the International journals in English Literature and Social Sciences. It is two months now since paying the subscription. It's very shocking and not at all expected from a reputed Publication like yours.

Ramesh: I'm sorry to hear that Vinayak. Could you please give me your subscriber number?

Vinayak: Just a moment. Here you are. It's 74638/2087-19

Ramesh: Please hold on for a moment. Let me check.. Yes. We have received your subscription. The journals have already been dispatched on Jan 7, 2019 to Sadhana College, Gadhinglaj. It is surprising you haven't received them.

Vinayak : Excuse me, it should have been Shradha College and not Sadhana College. How could you be so negligent?

Ramesh: I am extremely sorry, Robert. Be assured you will soon receive the next issue and we shall reschedule your subscription from February onwards for two years. Robert: Thanks a lot.

Task 5

i) You have bought a new mobile handset which has suddenly stopped functioning. Write a telephonic conversation between you and the dealer who supplied the same to you.

C) E-communication

Electronic Communication or e-communication is a general term which is used for communication by means of electronic media. Such type of communication allows transfer of information, ideas, images etc. by using computer system. E-communication uses advanced techniques such as computer modems, facsimile machines, voice mail, electronic mail, teleconferencing, video cassettes or private television networks. With the introduction of various interactive elements on the web, it is become easier and faster to communicate with a person or group. There are various advantages of E-communication like speedy transfer of messages, wide coverage, managing global access, exchange of feedback, reasonable cost etc.

Let us study some of the means and ways of E-communication and how to use these types.

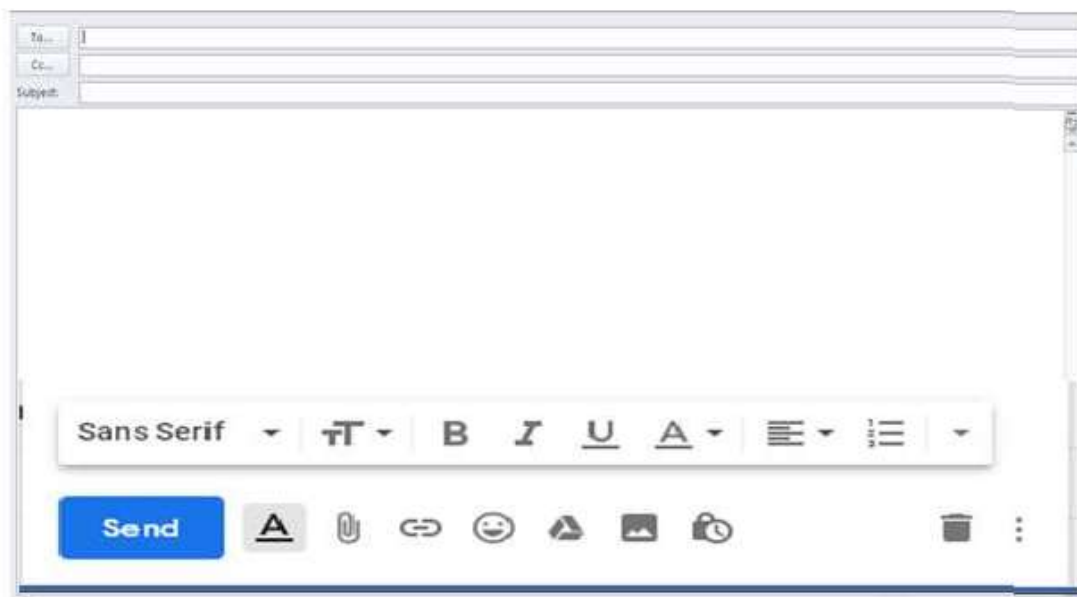
I. Electronic Mail or Email:-

Electronic Mail or in short 'email' or 'e-mail' is one of the most popular and useful features of communication using internet. E-mail means a type of mail delivered through electronic means and being transmitted electronically. In other words it is a system of sending written messages, information, pictures, files, using electronic systems like computer, mobiles

etc. .You can exchange textual as well as non-textual messages, scanned documents files through email. It is faster and cheaper method of communication. Messages through emails are sent all over the world within short time. You can send a large quantity of files, documents, images etc. through email. Another benefit of email is you can send the same message to number of persons at the same time. The messages sent and received by email can be stored and organized according to our needs. Another benefit is that it is eco-friendly, as it reduces the use of papers.

1.1 :Format of E-mail :-

See the following figure:



Fig, 1

The most essential thing for email communication is that you must have your email address. Email address includes three-part format: [userid@host.domain](#). The user id is the name of the user, @ [at] sign follow account name, the host of the email account (e.g. Gmail, Hotmail, Yahoo etc.) and the domain (e.g. .com, .in, .org . . . net etc.)

You can see in Figure 1 displaying the format of email. Sender's email address is given at the top using the caption 'From'. It follows with the mention of receiver's email address by using the caption 'To'. The function 'Cc' denotes the email address of the persons when you are to send the same mail to more than one person. It is denoted by 'Cc' which means add Carbon Copy. By using this option you can send the same mail to many persons (Carbon Copy) you would like to send. There is another option Bcc which means add 'Blind Carbon Copy' that is send these people the same letter but don't let them see any of the other addresses when you don't want all to see each other's email address.

1. Subject Line:-

The Subject Line of the email messages is as important as the actual message. There should be an appropriate subject line for your email .It gives a kind of hint or sign for your message. When people receive number of messages, a catchy and meaningful Subject Line will attract and enable the receiver to see the mail .When you send an email without subject you might have seen automatically generated reminder ‘Would you like your message to be sent without a subject ?’. This is sufficient to know how writing Subject Line is important.

The Subject Line should be short, specific and explicit referring to the message clearly. It should use the key words of the message. Don’t write Subject Line using all the capital letters. Here are some examples of drafting proper Subject Line:

1. Request for Information about Submission of Examination Forms.
2. Enquiring about Value Added Courses started by the University.
3. Schedule for the Oct. /Nov. Examination.
4. Regarding organization of Youth Festival
5. Invitation for Birthday Party
6. Tour Programme to South India

Keep in mind that the proper Subject Line will help the recipient of the email in understanding the content properly.

1.3:- Beginning and Ending emails:-

While writing an email always begin with a proper salutation or greeting. The salutation should be written taking into consideration whether the email is formal or informal. While writing informal or formal emails, use the proper beginning and ending.

	Formal email	Informal email
The Beginning email	1.Respected sir/Madam, 2.Dear Mr.Patil 3.Hello Sir/Madam, 4.To whom it may Concern	1.Hi, Sunanda, 2. Hi, Dear sweet sis. 3.Hello Baba,
Ending email	1.Yours faithfully 2.Yours sincerely 3.Yours truly	1. Regards. 2.Cheers 3.See you again 4.Bye Bye 5.Yours only 6.Yours lovely

ending of email should be at the left side only unlike 'Complimentary Close' in letter writing. It is customary style. Also new paragraph is started without leaving space. Formal emails can be ended with the mention of your name, address or designation while in the informal emails there is no need of such details. You can just write name.

1.4: Informal and Formal Email Writing:-

Nowadays most formal and informal communication is carried out through emails. You can send message to your friends, relatives, acquaintance or send your business affairs or other official messages through email. Taking into consideration the purpose as well as content of the messages email can be generally divided into two types- informal and formal mail.

A. Informal Email:

The emails written to friends, relatives, colleagues etc. and dealing with informal subject matters can be considered as informal emails. Informal emails can be drafted for sharing typically personal conversations with friends or family members or acquaintances. You can write informal emails for:

1. Invitation for birthday, Wedding ceremony etc.
2. Thanking someone for some favour done.
3. Accepting or Refusing Invitation.
4. Greeting, apologizing etc...And so on.

See the following email about inviting a friend to the Birthday party:

From: sarita28@gmail.com
To : ush18@gmail.com
Cc:
Subject: Invitation for Birthday Party
HiRisha,
It's my birthday tomorrow. We have arranged a party at home at 8 p.m. in the evening. All our friends are coming. I want to invite you. Waiting eagerly and keep in mind no excuses. We shall enjoy a lot.
See you tomorrow!
Yours!
Sarita

Suppose you are unable to attend the programme, see how to send email refusing invitation:

From: : usha18@rediffmail.com

To: sarita28@gmail.com

Cc:

Subject: Inability to attend party

Hi Sarita,

Thank you so much for inviting me to the b.d. celebration. But dear, I'm extremely sorry ...can't attend... due to my prior appointment with dentist. Extremely sorry for my inability to attend. Definitely we shall meet next week and enjoy a lot. What if we plan for a picnic? Happy b.d. in advance!

Yours sincerely!

Usha.

You can also send an informal email for thanking someone:

From:neha@yahoo.com

To: sudam20@yahoo.com

Cc:

Subject: Expressing Gratitude

Hi Uncle,

Thanks for the warm wishes and yes... the amazing gift u sent for my b. d...I liked it very much. Thanks, once again! Ur choice of gift is very apt. By the way when are you coming home? I'm waiting eagerly to meet u. Let ur warm wishes are always with me. It was very kind of u to think of me.

Lovingly Yours!

Nirmala.

Sometimes you can send informal emails for congratulating someone, enquiring about health, sending greetings, etc...See the language used in the emails above. In informal emails, people often make use of abbreviations such as:

b.d. – birthday Cu -see you

BTW – By the Way WBW - with best wishes

B4 - Before

You can also make use of contractions like I'm, can't etc...The accuracy and grammatical correctness is sometimes not strictly observed. The style of informal emails is generally friendly, with the use of emotive words, crippled spellings, jargons and acronyms.

B. Formal E-mails:-

For business correspondence, you write formal e-mails. You write formal e-mails to college, bank, administrative office, bookshops, hotel for booking rooms, corporation etc.. 'Salutation' and 'Complimentary Close' as we have already discussed should have formal tone like 'Hello sir', 'Respected Mr. Jones' and 'Yours Faithfully' etc. Accuracy and grammatical correctness should be observed. While composing formal emails we should care for the use of Standard English terms. Avoid crippled spellings, jargons and acronyms as well as smileys. Take care of punctuation marks, passive construction etc.. Here you have to use formal salutations and closing and state your requirement precisely.

There are various types of formal emails. Let us see some types:

1. Request for Something:

From: shoba@rediffmail.com
To :adacscollege@gmail.com
Subject: Request for Bonafide Certificate
Respected Sir,

I am Sayali Shinde studying at B.A.III in your college. Sir, I have applied for a job. For that sake I need Bonafide certificate. I request you to help me to get the certificate. Could you please intimate me when shall I come to the college office to collect the certificate? I will be grateful to you if you provide the certificate in time.

Thanking You!
Yours faithfully,
Sayali Shinde
B.A.III

2.Reservation Mail:

You can send email for booking hotel-rooms, booking tickets for movies or plays, booking orders for books etc. See the following example:

From:sudam@gmail.com
To: msrtc@gmail.com
Subject: Reserving two seats from Kolhapur to Tirupati
To,
The Branch Manager,
MSRTC
Kolhapur.

I wish to reserve two tickets for sleeper couch seats for the bus journey from Kolhapur to Tirupati on 20th September of this month. I wish to do online booking. I would like to pay the charges by my Debit card with SBI. Could you please reserve two seats and

intimate me about the amount to be paid?

Thanking You!

Sudam Patil

Kolhapur.

3. Complaint Emails:

There may be some occasions when you complain about something. You can send emails complaining about unavailability of results, irregular water supply, damaged roads, non - delivery of specific orders etc... See the following example:

From:sudhanshu@gmail.com

To:internationalbooks@gmail.com

Cc :

Subject: Supply of Books

Dear Sir,

I am writing to complain about the book I ordered on 15th of this month. The parcel containing the book sent by you is damaged and I am afraid the book inside it must have been damaged too. I would appreciate it if you would replace the book as early as possible. I have already returned the order.

Yours Faithfully,

Sudhanshu Patil

Kolhapur.

4. Writing emails for informing something:

You can send email for informing something like organization of meeting, schedule of programmes, schemes etc. See the following example:

From: dishinstitute@.ac.in

To: aaccollege@gmail.com

Subject: Postponement of Debate Competitions

This is to inform you that the State Level Debating Competitions held by our institution on 27th November of this month has been postponed due to some unavoidable circumstances. We express apology for your inconvenience. The revised date and venue of the competition will be intimated to you soon.

Thanking You!

Coordinator

Dish Institute.

TASK6

Write the following emails .Imagine the necessary details like email address etc.

1. Your friend has won state level Dance Competition. Write an email to congratulate him/her.
2. Your father is ill and has been admitted to hospital. Write an email enquiring about his health.
3. Write an email to the university office requesting to send you the prospectus of Vocational Courses offered by it.
4. Write an email to a Municipal Corporation complaining about the irregular water supply in your town.

II.E-mail Discussion Groups:-

Computer –mediated communication (CMC) is getting popular day by day. There are various ways to use computer mediated communication. E-mail Discussion Group which is also known by various names like email discussion forum, internet groups, mailing lists or listserv is a type of group that avails online environment for providing, sharing, exchanging, commenting, discussing etc. on a certain topic within the group by using email. The group is made up of people anywhere in the world with the help of internet or email who agree to communicate on a certain topic using email.


You are already familiar with WhatsApp group or Facebook groups. Similarly, you can subscribe for, join or create an E-mail Discussion Group. In the very beginning, you must have your email Id. You can use Google Groups to create an online email discussion group. Once you sign in to Google Groups, near the top left you will come across the option Create Group. Click it and enter information and choose settings for the group and again click on the option Create. You can select your group type like Email list or discussion group by signing in to Google Groups.



There if you click on the option Choose a group, near the top right you will come across the option Manage. On the left click information>Advanced. Select group type and you can choose email list between other options like Web forum, Q&A forum. Mailing Lists provides a convenient means of message distribution giving a clear idea of purpose of the discussion group. A moderated mailing list includes selection for certain control, attachment, transmission etc...


Email discussion groups can be effectively utilized for teaching learning process (pedagogical use). These discussion groups can provide a useful dialogue between teacher (instructor) and students for collaborative activities like subject content discussion, unit tests, online discussion among students on the topics or syllabus, project, etc..

See Fig 2 displaying the format of Email Discussion Group

Fig. 2



Groups
←
CREATE
Cancel


Group name

Group email address

@ googlegroups.com

Group description

Group's primary language
This is the language that emails from the Google groups service will be sent in. For example: digest emails, email footers etc.

English (United Kingdom) ▼

Group type
Group types are pre-configured settings for your Google group and make configuring your group a little easier. You can always change the specific settings and enable additional features to match your needs. Select a type to get more information.

Select a group type
Email list ▼

An email list allows users to post from the web or by email. This is a mailing list group.

Basic permissions

View Topics
Select groups of users ▼
✓ All members of the group

These users can view topics in this group.

Post
Select groups of users ▼
✓ All members of the group

These users can post messages to this group.

Join the group
Select who can join ▼
✓ Anyone can ask

III. Email Pals: -

You are also familiar with the concept of pen friends. Pen friend is a kind of friendship developed by exchanging letters with other person especially someone in a foreign country whom one has never met. In the same way, E-mail pals or epals is a modern variation to pen friends where one can develop friendship with a person, especially living abroad and whom you have never seen, by exchanging emails. E-pals can be local or from very far away. The main goal of E-pals is to share ones' culture, tradition, nature, habits, feelings, information etc. E-mailpals are a kind of friendship built and maintained through email. Email pals can include persons of all ages, any nationality or culture e-mail. E-mail Pals can be used as an effective medium to

develop language competency. Apart from that, you can share your culture; personal information likes, dislikes, about your nation, etc.

Here is an example of ‘email pal’.

Dear Nilesh,

My name is Vinayak and I am 22 years old doing my graduation in a college. I found your email Id in a conference for UG students and also knew that you are interested in developing email pals. I think that being in contact with each other we shall share our views about educational system, language, country, culture, etc.

I would like to complete my graduation in English. Have you completed graduation? If yes, in which field? Let me know what you think. We shall keep ourselves in contact by writing regularly.

Hope to hear from you soon!

Vinayak.

IV. Blogs:

Blog is a blended word of the original word weblog. A Blog is a website, usually maintained by an individual or group with regular entries publishing various contents like text, images, music, videos, description of events or other events. It is a form of online publishing communication and expression that has gained significant popularity since its emergence in the last decade of 20th century. The entries on a Blog are commonly displayed in reverse chronological order i.e. the latest Blogs are displayed first. In other words Blogs can be called an online diary which is useful for keeping records. The general format of blog is as follows:

HEADER Main navigation & search	
MAIN CONTENT (Posts, pages, etc.)	SIDE BAR Subscription options, features content & social media.
Footer Repeat subscription, options & links, disclaimer, private policy	

There are many free and payable Blog sites such as Word Press, Blogger and Typepad which are available online or avail software. You can create your Blog with the help of Googleapp ‘Blogger’. Once you register user name and password on the admin page in the software you will

come across forms where you can add content for your blog. There is also provision of style templates to decorate your blog. Generally blog posts include Title Text, Tags/Categories, Author, and Time of publication and URL.

Know the difference between Blog, Blogger and Blogging. Already we are acquainted with the term Blog. A Blogger is a person who writes (publishes) and controls Blogs while blogging is an activity to run and control Blog. It includes the process of writing, posting, linking & sharing content.

Types of Blogs:-

There are various types of blogs which can be differentiated according to its content of the text. e.g. Personal, Business, Professional Blogs etc... Let us see some examples:

1. Personal Blogs:-

Blogs are a highly variable form of self-expression, Personal Blogs can be considered as online diary or commentary or expression written by an individual instead of a group. You might have seen the Blog Posts of celebrities, political leaders etc... The individuals build an online reputation by communicating with audience or fans through their Personal Blogs.

The style of Blog Post is informal; the language is informal with speech like entries like “you know,” “damnit!”, etc. The Personal Blogs are characterized by short paragraphs, sentence fragments, use of emotive words and interjections, deictic expressions, use of first person pronouns, an address to reader, place, use of questions etc. linking, quoting etc. The content of Personal Blog Post can be of variable subjects like personal emotions, comments, information on something, description of an event etc.,

Here is an example of heart touching Blog Post written, by Amitabh Bachhan on his wife Jaya Bacchan’s birthday.

“At the stroke of the midnight hour the greetings and wishes and calls and the feeding of sweetmeats; the gifting of love and togetherness and the welcoming of the lady on her 70th! She be wife and Mother ... and she be with her ‘progress report’ Feelings and love delivered... writings of occasion hand written on card... the gratitude of the special day and spending the time with all about. Reminiscing...

Here is another example of personal blog.

Celebrating birthday without family ...well, it is my first birthday away from the family and abroad, a little bit nervous.... It was interesting too. But do you know a new pleasurable experience..?When I woke up the first thing I did I... texted sis because she was born on the same day. We twins, I received calls from Aai, Baba, grandmother & bro, relatives, friends throughout the day...! I went to have my breakfast with friends here and what a pleasant

surprise... my favorite dish... after allbirth day boy! The day full of busy schedule. Forget birthday in work load.

I received a parcel sent by my Aai & Baba... I opened it and wow...! photo album – my photographs... snapped at various moments- my first snap quickly after birth, as a baby, , schoolboy in uniform, picnic pics and pillow fighting with bro & sis & so & so &so on....

My own life in front of me... the gift I will never forget ...the moment being at home .In the evening friends came & asked me to go out. In the garden... a grand celebration ...a waiting me !party for me! Very rare moment...

Thank you Aai, Baba, & my friends to make my birthday very special.

2. Professional Blogs:-

The Blogs can be posted by a company or employers of the firm. These types of Blogs are the part of the employment or company. Such types of blogs are called as Professional Blogs. This type of Blog creates an interaction between bloggers and readers, creating social relations. It is less personal and more goals oriented.

The Professional Blogs unlike Personal Blogs are content oriented. The content to be shared is informative; data based creating a kind of connection with the readers. Professional Blog Posts include headline, categories, publication on blogging etc. The subject matter varies from advertisements to reviews, including recommendations, opinion etc. The personal pronouns like you; we are used for the company.

Here is an example of professional Blog.

Inquiry- Based learning for college students

What is student -centric approach in Teaching Learning process? One of the ways is ‘Inquiry – based learning. “It is an approach that emphasizes students’ role in the learning process”. Rather than the teacher teaching the students what they need to know students are encouraged to explore the material, ask questions and share ideas according to their need.

It includes small-group discussion, guided learning, multitasking programmes, projects etc. The main goal of the inquiry-based learning is the desire to increase students’ engagement. There are some pros and some cons.

***Advantages of Inquiry-Based Learning:-**

1. Greater Interest on the part of the students
2. Students are motivated to find solution to problems.

3. As students work in groups, it helps to enhance team spirit.

4. This type of learning leads to greater long-term knowledge.

* Disadvantages of Inquiry-Based Learning:-

1. No benchmarking for testing.

2. It prevents teachers to prepare teaching plan properly.

Here is another example of professional blog post:

12 Habits of successful students

When it comes to having a successful college experience, the path of every student will be different. What works well for one student, may not work for another. But by following a few basic core principles, you can set yourself.

These are punctuality in study, problem solving skill, curiosity, social awareness, research aptitude, patience, , teamwork spirit, polite nature, readability, etc.

Professional Blogs can be created and written on a variety of topics including college life, various activities, library, syllabi, fashion etc. In addition to it, you can post Professional Blogs on environmental issues, current affairs, celebrations, etc.

Task 7

A.1. Suppose you want to create email discussion group of your class. How will you create it?

2. What are the benefits of email discussion group?

B.1. Write an email to your friend living abroad regarding developing email pal.

2. Write an email pal describing the various activities organized in your college.

C.1. Suppose you won a state level Essay Competition .Write a Personal Blog about it. Imagine necessary details.

2. Suppose you participated in a N.S.S residential camp for 10 days. Write a Personal Blog describing your experience there.

D.1. Suppose you are the librarian of a college. As a librarian of the college library you, want to tell the students about the importance of library. Write a Professional Blog explaining to the students the importance of college library. Imagine necessary details.

D) Exercises:

i) Write a letter to your friend to attend wedding ceremony of your sister.

- ii) You have bought a new TV which has suddenly stopped functioning. Write a telephonic conversation between you and the dealer who supplied the same to you.
- iii) Write a short conversation between Sushma and Wanita regarding getting an appointment with Ms. Shobha Mulik. Imagine the details like timing, work etc.
- iv) Write a conversation between Nirmala, the office assistant and Ms. Sunanda Desai wherein Nirmala gives her Sarita's message regarding an appointment.
- v) Write a conversation between Seema and a receptionist at a hospital asking for an ambulance. Imagine the details.
- vi) Write a telephonic conversation between Manohar of National Stationers and Phadake Publishes, Pune complaining about the dispatch of their order. Imagine the problem and other details.
- vii) Write an email to your friend requesting him to join you for one day picnic.
- viii) Write an email to a hotel requesting to book two rooms for two days for your family.
- ix) Suppose you are an employee of a car company. Write Professional Blog describing the features of a newly launched car.

E) Further Readings:

- 1) Aditya Nandwani, *Communicating Effectively in English*, Panchkula(Hariyana), Swastik Prakashan: First Edition, 2008.
- 2) Dhavan J. K. *Communication Skills and Functional English*, Prisam Books Jaipur, First Edition, 2011.

F) Writing Activity:

- 1. Write an essay on importance of technology in human life.

M.Sc. Part I Sem. I

AEC-I

Unit No.2

Professional Communication

Objectives

- To apply appropriate communication skills across settings, purposes and people
- To use technology to communicate effectively in various settings and context

Learning Outcomes

After studying this unit the students will be able to:

- Display **competence** in oral and written communication
- Use the current technology related to the communication field

Introduction

Professional communication refers to the oral, written, visual, and digital forms of delivering information in the context of a workplace. Effective professional communication is critical in today's world. Most problems in an organization arise as a result of poor communication. Effective communication ensures a smooth flow of ideas, facts, decisions, and advice. This way, employees eliminate hindrances in achieving the organization's target. On the other hand, poor communication may lead to the loss of time, money, energy and even good will in any enterprise. It is, therefore, essential to understanding the various features of professional communication. As a result, the person will be able to foster growth and development in the organization.

Features of Professional Communication

1. Accuracy: It is one of the most vital features of professional communication. The information presented should be correct. Inaccurate information cannot be viewed as credible.

2. Clarity and Brevity: Communication needs to be brief and to the point as professionals will feel comfortable with short letters which are designed to convey the message quickly.

3. Distinctiveness: Communication in the professional world is done with a particular goal in mind. One needs to be specific to communicate effectively. The more specific the

message is, the more the target audience is likely to understand it and the more it meets with the desire objectives.

4. Segmentation: The communication needs to be tailored to meet the specific needs of the target audience. Communication in any organization needs to be segmented for specific departments.

5. Continuity: As blood circulation is critical to a living body, so is communication to a company. The superiors should ensure that communication is adequate and flowing smoothly in all directions.

6. Two way traffic: Communication is a two way traffic. As it flows downwards from a superior to a subordinate, so should it flows upwards.

7. Multi-Channel: Communication can be achieved through a wide variety of channels to ensure clarity which include meetings, notices, bulletin boards etc. The new electronic means of communication are email, social media, smartphone and chat apps.

Effective communication is critical to any organization. Such communication needs to be accurate, brief, to the point, continuous, specific and segmented. Communicators in the professional world have a lot of tools at their disposal and should choose which ones to use carefully. Professional communication includes calling meetings, writing reports and memos, e-communication and formal communication.

2.2 Formal communication

Communication plays a crucial role in our life, as people interchange their ideas, information, feelings, and opinions by communicating. Organizational communication refers to the messages sent and received within the organization's formal and informal groups. As the organization becomes larger and more complex, so do the communications e.g. in a small organization communication is relatively simple, but in larger organization it becomes rather complex and needs specialized function. Organizational communication may be both formal and informal. The formal communications are those sanctioned by the organization itself and organizationally oriented. It is a system of passing messages information between positions within an organization through officially designated channels.

Formal communication is one that passes through predefined channels of communication throughout the organization. It can be defined as goal-oriented, explicitly stated, function-related

communication that flows through the hierarchy, follows prescribed norms, and transcends time and space (Katz & Kahn, 1978; Lammers & Barbour, 2006; McPhee & Poole, 2000). Formal communication is function related because the communication is addressed to the organizational function rather than the person occupying the organizational role.

It is a form of official messages and news that flows through recognized channels formally laid by the organization. This communication may take place between a superior and subordinate, a subordinate and superior or among employees at same level. It flows in three directions:

1. Downward 2. Upward 3. laterally between departments i.e. horizontal.

- **Downward Communication:** It refers to messages sent from the higher levels of hierarchy to the lower levels. It is the communication where information or messages flows from the top of the organizational structure from the bottom of the organizational structure. Downward communication occurs when information flows down the hierarchy from superiors to subordinates. e.g. messages sent by the managers to the employees. Perhaps the most obvious example of downward communication is giving of orders.
- **Upward Communication:** It refers to the messages sent from the the lower of the hierarchy to the upper levels. In upward communication system, communication flows from down to upward, i. e. from subordinates to superior levels. This communication takes place either in the nature of feedback or in the nature of original thoughts and suggestions at the initiative of the lower levels. In such communication system, the communication are invited from the lower levels via the feedback loop and the lower level acts as the sender and the upper level receives the messages. In this types of communication, the subordinates convey their actions, attitudes and opinions about varied subjects of vital concern to their superiors. Upward communication is often communicated for decision making purposes. Subordinates pass information about progress and problems to superiors so that superiors i.e. Management can decide what to do and when to do.
- **Lateral or horizontal communication:** It is "the exchange, imparting or sharing of information, ideas or feelings between people within a community, peer groups,

departments or units of an organization who are at or about the same hierarchical level as each other for the purpose of coordinating activities, efforts or fulfilling a common purpose or goal. It refers to messages sent by equals to equals i.e. manager to manager or employee to employee.

Advantages of Formal Communication:

- It is very effective and dependable
- Factual and truthful information is passed
- It provides close contact between members of the organization
- It is a flow of essential information in proper order
- It has documentary evidences which can be used as a future references

The communication which follows established systems, rules, regulation, procedures or any other prescribed ways and means are known as formal communication. Formal communication bears some special characteristics which are stated below:

1. Recognition: It occurs within the organizational framework. So it has recognition.
2. Bindings: It is bound to maintain the formal rules of communication.
3. Necessity: It is essential for planning, organizing and controlling of an organization.
4. Delegation of Authority: Authority can be delegated towards subordinates through formal communication.
5. Use as a Source: It can be used as a permanent record because it has written evidence.
6. Rumor: Such communication follows specific rules and does not allow any rumor to spread.

Due to maintaining established rules and regulations strongly, formal communication is considered as effective communication from the other types of communication.

Formal communication methods include the following:

- a written notice of meetings
- an invitation to tender or quote for work

- business emails, letters (posted, faxed or attached to emails)
- internal memoranda of a business or organization
- official telephone calls (such as to discuss business issues)
- speaking to colleagues or clients at a formal meeting, or having a formal discussion with one or more people in your office

Meeting:

A meeting is a gathering of two or more people that has been convened for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching agreement. The meetings may occur face-to-face or virtually, as mediated by communications technology, such as a telephone conference call, a Skype conference call or a video conference. The meetings provide valuable opportunities for discussions and feedback on matters related to work and other wider issues. The meetings are one of the most common communication forums in business. Formal meetings are an example of the link between formal communication and communication climate. The meetings are a genre of formal communication that can structure interaction meeting agendas and procedures can enhance participative decision making. Formal meeting procedures can ensure that everybody attending a meeting has a speaking turn. Moreover, who attends the meeting is also a formal design that can enhance participation. Participative decision making can thus be designed and formalized to a certain extent. Similarly, high performance goals can be formalized in organizations. Organizations can formally set goals to functional areas, and even to individuals within each functional area. A legally registered company or a business organization has a managing committee as well as a general body of its members. Such organizations hold the meeting of its managing committee periodically. There is a legal requirement of maintaining records of these meetings. There is a secretary, who looks after the routine official work, and the chairman or the president of the company, who is responsible for the running of the organization, signing the notices, presiding over the meetings, etc.

- **Parts of Meeting:**

2.2.1 Notice:

Notices are of several types. Some notices are only to pass on information while notices of the institutions registered under the Company Act, and the organizations governed by their

own bye-laws, are required to call meetings of the members of their governing body or office bearers periodically.

- These notices must be sent the members of the committee fifteen days before the date of the meeting
- The notices must be on the letter head of the organization
- The notices must have clearly mentioned Day, Date, Time, Place and Agenda of meeting

Study the following Notice:

Ajinkyatara Cooperative Bank, Ltd. Satara

Date: 25/07/2019

NOTICE

The second meeting Board of Directors of Ajinkyatara Cooperative Bank, Ltd. Satara will be held on 06/08/2019 at 03:00 p.m. in the meeting hall of the bank.

All are requested to attend the meeting.

Signed

Secretary

Encl: Agenda

2.2.2 Agenda:

Agenda means the list of business to be discussed in the meeting. It usually includes one or more specific items of business to be acted upon. An agenda may also be called a schedule or calendar. It may also contain a listing of an order of business. A meeting agenda may be headed with the date, time and location of the meeting, followed by a series of points outlining the order in which the business is to be conducted. Steps on any agenda can include any type of schedule or order the group wants to follow. Agendas may take different forms depending on the specific purpose of the group and may include any number of the items.

Study the following agenda of the first meeting of the Board of Directors of Ajinkyatara Cooperative Bank, Ltd. Satara to be held on 06/08/2019

2.1 Confirmation of minutes of last meeting

Consideration the business arising from last meeting

Appointment of the new C.A.

Consideration of the loan application of New India Steel Works, Satara

Any other issue with permission of chairman

Agenda can be written by using infinitive verb phrases. e.g.

To confirm the minutes of last meeting.

To consider the business arising from last meeting.

Minutes:

The records of the decisions taken at the formal meeting are called minutes. They have legal importance. The minutes should be precise and clear. In case of dispute, this record must be presented in the court. The minutes are made available to all members on request. At the next meeting, the minutes are read by the secretary. Resolutions are decisions taken in the meeting. They are written in the simple past tense. They are recorded in passive voice e.g. 'proposed by', 'seconded by'.

- The minutes must consist:

1. Name and address of the organization
2. Nature of meeting
3. Day and date of meeting
4. Time and place of meeting
5. Name of the chairman and members present
6. Names of the members absent
7. Resolutions
8. Thanks to the chair

Study the following minutes of the second meeting of Ajinkyatara Cooperative Bank Ltd. Satara

Ajinkyatara Cooperative Bank, Ltd. Satara

Date: 06/08/2019

Minutes

The minutes of the second meeting of the Board of Directors of Ajinkyatara Cooperative Bank, Ltd. Satara, held on 06/08/2019 at 03:00 p.m. in the meeting hall.

- Members present:
- Mr. A.B.Chavan (President)
- Mr. D.E.Fadatare Member
- Mrs.G.H. Ingale ----"---
- Mr. J.K.Latkar ----"---
- Mr. M.N.Oak ----"---
- Mrs.P.R.Sawant ----"---
- Mr. T.U.Vadagaonkar Member-Secretary
- Members Absent:
- Mr. A.N.Patil
- Mr. C.R.Shinde

To confirm the minutes of last meeting

The minutes of the last meeting held on 10/04/20109 were read by the secretary, confirmed by all and signed by the chairman.

To consider the business arising from last meeting

Mr. M.N.Oak was entrusted with the task of publishing the advertisements of vacant positions. Mr. Oak informed the members about the publication of advertisement and applications received.

To appoint the new C.A.

Mr. A.B.Chavan, President, informed the members regarding the applications and names of the shortlisted candidates.

Resolution: It was resolved to conduct interviews on 11 August, 2019 at 12:00 p.m.

To consider the loan application of New India Steel Works, Satara

All members discussed the loan application of New India Steel Works, Satara.

Resolution: It was decided to pass the loan application of New India Steel Works, Satara.

Any other issue with the permission of chairman.

No issue was raised, so the meeting ended with a vote of thanks to the chair.

Chairman

Secretary

2.3 E-communication:

Electronic communication or E- communication is a term used for communication by means of electric media. Now-a-days modern means of technology are used widely in communicating with other parties. The use of computer devices has eased and sped up the communication takes place with the help of electronic devices like computer and other means, it is called e-communication. It is mainly based on computer. According to Bovee & Others, *“Electronic communications the transmission of information using advanced techniques such as computer modems, facsimile machines, voice mail, electronic mail, teleconferencing, video-cassettes and private television network.”*

Media of Electronic Communication

With the revolutionary development of information technology, the world is becoming smaller and people staying at any corner are well-capable of communicating with others, whatever the distance is people and organizations use different modern devices of communication technology. Some widely used electronic communication technologies or media of electronic communication are discussed below-

- **Telephone:** The most commonly and most widely used electronic device of communication is telephone. By telephone, people can transmit information orally within a minute. Recently-developed satellite telephoning system has added new dimension in telecommunication system. In most of the cases, it is the easiest and less expensive way of communicating distance people. Now-a-days, the development and diffuse of cellular or mobile phone have been an expected euphoria to all of us.
- **Telex:** Telex is an important device of modern communication technology. Under this system, a tele-printer is used by which information can be communicated from one place to another with the help of a machine. The tele-printer consists of two parts keyboard transmitter and receiver. When a message is to be sent, the typist presses a button, waits for the dial tone, dials the number desired and types the message. The message is typed on a small strip of paper at the receiver's end as it is typed in the originating office. This is one of the quickest and most accurate methods of exchanging written messages.
- **Facsimile or Fax:** The use of fax is gradually increasing for transmitting visual materials such as picture, diagrams, illustrations etc. here, the fax machine is connected with a

telephonic. The document to be transmitted is fed through the machine, then it is electronically scanned and signals are transmitted to the receiving end where an identical copy of the document is reproduced on a blank sheet of paper by the receiving machine. The fax machine has made it possible to send copies of important documents including certificates, testimonials, degrees, agreements; contracts etc. from one place to another at the speed of a telephone call. For this reason, it is universally used method of communication.

- **Electronic Mail or E-Mail:** E-mail is one of the most widely used and most popular methods of modern communication system. E-mail involves sending message via telecommunicating links. Here two computer terminals are connected together on network to transfer messages from one to another. The message is typed on a computer screen at one end and is conveyed to the other end through electric impulses. The receiver can easily get the message by opening his mailbox in his computer. Because of its various advantages, now-a-days, e-mail is used by the organizations for internal as well as external communication.
- **Email Pals:** Email pals or e-pals is a modern variation to pen friends where one can develop friendship with a person, especially living abroad and whom you have never seen, by exchanging emails. E-mail pals are useful for developing language skills.
- **Voice Mail or V-Mail:** Voice mail is a form of e-mail. It is used to send the voice of the sender instead of sending written message to the receiver. The mechanism of sending message here is almost same as in case of e-mail. It is useful to communicate with the original voice tone of the sender.
- **Tele-Text:** Tele-Text is an electronic device of broadcasting written messages through television. Tele-text is widely used to present short and concise information when it is to be sent to a large number of audiences at a time. Business reports, stock market or exchange reports, weather reports etc are useful to present through tele-text.

- **Video-text:** Video-text is a device of collecting and storing information. Here information is collected by using telecommunication network and is broadcasted to the audience like the tele-text. Important message or information or report can be preserved by video-text.
- **Teleconferencing:** Under teleconferencing system people staying at different places can hold talks or meetings over telephone. Here everyone involved in the meeting is able to hear each other and can share information with one another as if they were all placed in one room. It can save both money and time of the executives.
- **Videoconferencing:** Videoconferencing is the latest version of teleconferencing system. Under this method people can meet and work together without being gathered in one room. They can hear and see each other over the television or video screen and can share information with one another. Now-a-days multinational companies use videoconferencing method as a widely used means of communication in order to keep touch with the executives staying miles away from the head office. It also saves money and time of high officials.
- **Word Processor:** A word processor is an electronic device where a computer is combined with a typewriter. It can greatly simplify the work of written communication. Typing skill, basic computer literacy and word processing software are essential for using a word processor. The operator of a word processor can easily edit the text, give it the desired format and insert or delete words phrase or sentences wherever he likes. It is a very useful medium of modern communication technology as it provides some important advantages.
- **Internet:** Internet is the latest and most amazing development that has changed the way of life regarding communication. It is the world's largest computer network linked together by telephone lines, radio links or satellite links. Internet can be used for multipurpose functions. It can be used for sending e-mail, for advertisement, for teleconferencing, for telephoning and so on.

- **Multimedia:** Multimedia is an excellent invention for upgrading the communication system. Multimedia is a combination of many media brought together to transfer messages. These media can include graphics, photo, music, voice, text and animation. When all of these elements are placed together on computer screen, they become multimedia. It can be effectively used for advertising and publicity campaigns. It is very powerful means of communication.

- Example of formal email:

- **Email:**

Subject of Email: Make the subject line specific, simple, and to the point, Keep the most important and informative words in the beginning of the subject line. Use markers like *Fwd*, *Reply*, *Urgent*, or *Notice to* further narrow down the subject. It informs the reader about the nature of email.

- **Salutation:**

Each email is directed towards someone. Start your formal email with addressing the recipient in a manner fitting the relationship you have with them.

For people you are unfamiliar with or do not know the names of, use '*To Whom It May Concern*' or '*Dear sir/madam*'.

For senior officials, stick to their designation or follow it with their name, for example, '*To the Manager*', '*Dear Dr. Ghosh*', or '*Dear Ms. Kapoor*'.

- **Body of the mail:**

The body text is the main part of your email. It is important to follow a certain pattern when writing the body of your email. The opening paragraph should set the tone and reason for your email. Introduce yourself if you are a stranger to the person you are writing to, and jot down why you are writing to them.

For example, you can begin with '*My name is Abc, and this email is with reference to Xyz.*' or '*This is with reference to the marketing budget as discussed in the meeting.*'

Elaborate on your concern, question, or response as comprehensively as possible. Write in a way that is easy to understand, but at the same time, do not lose your point in

providing unnecessary information. Say only what is required. The closing of the email should also support the nature of your email. If you are asking a question, close with something like '*Hope to have an answer from you soon*', or '*Looking forward to hearing from you soon*', and if you are addressing a question, end with '*Hope I have sufficiently answered your query/doubts.*'

- **Signature:**

These are the last words of your email, capable of forming a lasting impression on your reader. Sign off with a simple word or phrase, which conveys respect. Safe choices are '*Best regards*', '*Warmly*', '*Sincerely*', '*Kind regards*', or simply '*Thanks*'.

If you are writing to someone for the first time or someone who is not an immediate colleague or senior, use your full name. Furnish your name with contact information. Your phone number and/or work address are enough. If you are writing on behalf of or as an employee of an institution, make sure to mention it along with adequate contact details.

- **Writing Formal E-mails:**

Formal emails can be written for seeking information, sending job application and for various official reasons. The language used in such formal emails is different from the informal emails. While writing such emails we have to be very formal and the use of colloquial language must be avoided.

- **Study the following formal email:**

Seeking information:

To: kesaritours@gmail.com

CC:.....

BCC:.....

Subject: Tour Programme in Europe

Dear Sir,

Could you please send me your brochure of your tour package of Europe? We are interested in European countries, if you have any package tour there the month of May.

Please, e-mail it to me as soon as possible.

Yours sincerely,

Pankaj Deshmukh,
Kolhapur

- **Writing Informal E-mails:**

We can write informal emails to friends, relatives or anybody who is known to us. Here we may use short forms such as Gr8, U, CUL8R, FYI and so on, the use of such short forms in formal emails can lead to confusion.

Study the following email:

Inviting for Birthday party:

To: jitupatil@yahoo.com

CC:

BCC:

Subject: Birthday Invitation

Dear Jitendra,

2morrow is my birthday, we will have a grand party at my home @ 8 p.m. You have 2 come upto 7 p.m. We will have a grand celebration.

Loving yours,

Sanjay

REPORT:

A report is a written account of something that one has observed, heard, done, or investigated. It is a systematic and well organized presentation of facts and findings of an event that has already taken place somewhere. Reports are used as a form of written assessment to find out what you have learned from your reading, research or experience and to give you experience of an important skill that is widely used in the work place.

A report can be oral or written. The primary purpose of report is to give information.

Characteristics of reports:

- have a structured format

- are objectives and analytical in nature, the aim is to provide authentic information
- present an analysis of facts after careful investigation
- present findings on the basis of an analysis
- are precise and concise
- are written in impersonal style

Purpose:

The reports can be written for a number of purposes. They are written primarily to give information and facilitate the process of decision making.

Reports are also written

- to make the records of events
- to assess the situation
- to make recommendations
- to evaluate the progress of the project

Here is a template of a Formal Report:

To:

TITLE

TERMS OF REFERENCE/ INTRODUCTION

This section addresses three questions:

- i. why the report was written
- ii. whom it was written for
- iii. the scope of the report

PROCEDURE

In this section, the writer explains the procedures used or the processes involved. e.g. visits to the places/sites, interviews with the people and so on

FINDINGS

This is the main part of the report because it gives facts and evidences collected by the following the procedure.

CONCLUSIONS

The inferences drawn from what is mentioned in the previous section are presented here.

RECOMMENDATIONS

This section is optional. If the writer has been asked to make suggestions or recommendations, they will be presented here.

Name:

Position:

Date:

Example of Report:

Report of the subcommittee on the choice of a suitable site for a glass factory in Chakan.

- **Terms of Reference:**

The subcommittee was appointed By Resolution No. 101 adopted at the meeting of Board of Directors, held on 05/06/2019. The subcommittee consisting of Mr. A.K.Pawar, convener, Mr. R.K.Bajaj and Mr. S.D.Suryawanshi, was authorized to choose a suitable site and report within two months.

- **Procedure:**

The sub-committee held three meetings on 07th, 25th June and 31st July. The committee also had meeting with certain Govt. officials regarding permission, license and other amenities.

- **Findings:**

The sub-committee felt that Chakan MIDC is the most suitable spot for a glassware factory. The choice seems to be more appropriate owing to the local market as well as export facilities.

Other conditions are described below:

- i) Raw Material: All the components for the manufacture are available in Chakan MIDC factories.
- ii) Staff and workers: It is one of the biggest MIDC in Maharashtra. The supervisory staff, skilled and unskilled labour are available.
- iii) Power and water: The Government authorities have agreed to give electricity and required water supply.
- iv) Site: There are three suitable sites of 2.5, 3 and 4 acres respectively. All are available on a 9 year lease.

- **Recommendations:**

The subcommittee recommends that:

- i) One site can be fixed with consultation with architects.
- ii) Negotiations should be started immediately to acquire selected site.
- iii) The license about import-export should be sought as early as possible.
- iv) Manpower availability data should be obtained from employment exchange.

Mr. A.K.Pawar
Converner

Mr. R.K.Bajaj
Member-Secretary

Mr. S.D.Suryawanshi
Member

Date: 02/08/2019

Place: Pune

2.4.5 Reporting Public Meeting:

A public meeting is held by a voluntary organization, political or any institutions to establish direct communication with the stakeholders. It is organized to propagate their views, points, policies on certain issues. Such meetings are introduced by the office bearers of those units. The introduction and welcome address are followed by the address of the chief speaker. Then the president of the meeting addresses the meeting, finally a vote of thanks is proposed by the functionary, and the meeting comes to an end. The reporting of such public meetings needs a skill of indirect narration, summarizing with striking language.

Memorandum or Memos

The memorandum (or memo) is an incredibly versatile form of communication, often used in business settings. In practice, memos answer questions and give information. A memo is defined by Merriam-Webster as a "brief written message or report from one person or department in a company or organization to another." Though the definition may seem simple enough, knowing how to write a memo still requires you to follow a specific format. Memos are considered the most important tools used for internal communication, especially when it is trying to communicate to all personnel concerned within the organization using the most efficient and time-saving method as possible. It contains information on routine activities of an organization and is used for different purposes.

The functions of memorandum:

1. Providing Suggestions and Instruction:

There are days that some employees will be absent and that the HR or supervisor could not call everyone to a staff meeting. Memos are there to provide instructions and suggestions from the top office to their managers or supervisors that gives them insight on what they could do to make their work more systematic.

2. Providing Response

Another function of memos would be to provide a certain response to that said issue or query.

3. Seeking Explanation

Misunderstandings happen all the time. It's only natural. Person A and Person B may have similar misunderstandings. That's why memos are there to help address those specific queries. Remember that the responses made are meant to be short and simple.

4. Conveying Information

This is perhaps the main and most important function of a memo- to convey information. This information be refer to anything in particular really- from holidays changes to rice subsidiaries to to new management to newly implemented simple policies.

5. Solving Problems

As mentioned before, disputes or problems can actually happen. If ever it does, it is best to address the said issue collectively and not just towards one person so that the others may be aware of what actually transpired and what they can do to avoid it the next time.

2.5.2 Business Memo Template

MEMORANDUM

TO:

FROM:

DATE:

SUBJECT:

I'm writing to inform you that [reason for writing memo].

As our company continues to grow ... [evidence or reason to support your opening paragraph].

Please let me know if you have any questions. In the meantime, I'd appreciate your cooperation as [official business information] takes place.

Header:

In your header, you'll want to clearly label your content "Memorandum" so your readers know exactly they're receiving. Then, you'll want to include "TO", "FROM", "DATE", and "SUBJECT". This information is relevant for providing content, like who you're addressing, and why.

Paragraph One: In the first paragraph, you'll want to quickly and clearly state the purpose of your memo. You might begin your sentence with the phrase, "I'm writing to inform you ... " or "I'm writing to request ... ". A memo is meant to be short, clear, and to-the-point.

Paragraph Two:

In the second paragraph, you'll want to provide context or supporting evidence. For instance, let's say your memo is informing the company of an internal re-organization. If this is the case,

paragraph two should say something like, "As our company continues to grow, we've decided it makes more sense to separate our video production team from our content team. This way, those teams can focus more on their individual goals."

Paragraph Three:

In the third paragraph, you'll want to include your specific request of each employee -- if you're planning a team outing, this is the space you'd include, "Please RSVP with dietary restrictions," or "Please email me with questions."

On the contrary, if you're informing staff of upcoming construction to the building, you might say, "I'd appreciate your cooperation during this time." Even if there isn't any specific action you expect from employees, it's helpful to include how you hope they'll handle the news and whether you expect them to do something in response to the memo.

2.5.3 Memo Example 1: A General Office Memo

MEMORANDUM

To: All Staff

From: The Manager

Date: July 27, 2019

Subject: Waste of time on Social Media during office hours

Coworkers,

It has come to my attention that many in the office have been spending time on the Social Media during office hours. This memo is a reminder to use your work hours for work.

According to a recent article, the estimated daily cost of people collectively surfing the social sites instead of working is over \$120 million—which is calculated based on the daily average increased time spent on the Google home page (36 seconds).

If these estimates are applied to our 600 office employees, this results in a nearly \$700 weekly loss.

Of course, we don't want you to view our organization as a place of drudgery and breaking the rules. I encourage a fun and competitive environment, and I recognize that we certainly won't be profitable if you are unhappy or dissatisfied with your jobs. This is just a reminder to be careful with your use of company time.

Thank you,
The Manager

Check your progress:

A) Rewrite the following sentences by choosing the correct alternative.

1. _____ is one of the most vital features of professional communication.

- a) Clarity b) Accuracy c) Segmentation d) Brevity

2. _____ is the list of business to be discussed in the meeting.

- a) Minutes b) Notice c) Agenda d) Report

3. The records of the decisions taken at the formal meeting are called as.....

- a) Minutes b) Notice c) Agenda d) Report

4. _____ is a term used for communication done by means of Electronic media.

- a) Formal Communication b) E-Communication
c) Professional Communication d) Business Communication

5. _____ is a modern variation to make friends.

- a) E-mail b) voice mail c) Email pals d) Facsimile

6. _____ is a brief message or report from one person or department in an organization.

- a) Agenda b) Memo c) Minutes d) Report

7. _____ refers to the messages sent from the higher levels of hierarchy to the lower levels.

- a) Formal Communication b) Downward Communication

c) Upward Communication

d) Lateral Communication

8. Incommunication the messages are sent from lower level of hierarchy to the upper levels.

a) Formal

b) Downward

c) Upward

d) Lateral

9. The records of the decision taken in the meeting i.e have legal importance.

a) agenda

b) minutes

c) notice

d) resolution

10 is the advanced version of teleconferencing.

a) Video-text

b) Video-mail

c) Video-conferencing

d) Video-call

11. A is an electric device where a computer is combined with a typewriter.

a) Word-processor

b) Fax

c) Email

d) tele-text

B) Short answer questions:

- As a secretary draft a notice and write an agenda of the fifth meeting of the Lion's Club, Kolhapur to discuss about the Independence Day celebrations, organization of Blood Donation Camp, the chief guest to be called, flood relief work.(imagine the details)
- What are the various forms of e-communication?
- Write an e-mail about booking a suite in the hotel. (Imagine the details).
- Discuss the functions of memo.
- Define the formal communication and what the advantages of formal communication are.
- Write a memo regarding change in working hours of the office. (It is 10:00 a.m. to 05:00 p.m. instead of 11:00a.m. to 05:00 p.m. and Saturday off)
- Write a report of decline of the circulation of the news-magazine 'The Week'.
- Write minutes of the sixth meeting of the Managing Committee of Bharat Elctricals, Pvt.Ltd. Kolhapur held on 01/08/2019 at 12:00 p.m. at meeting hall. Consider following points: Minutes of last meeting, business arising from last meeting, sanction of the purchase of tools worth Rs. 6 lacs.

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