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NAAC 'A' Grade

SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA

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दुरध्वनी (ईपीएबीएक्स) २६०९०००० (अभ्यास मंडळे विभाग— २६०९०९४)

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३. e-mail: bos@unishivaji.ac.in

SU/BOS/Science & Tech./

Date:- 17 SEP 2019

To,

No 0550

Head of the Department, All Science Departments, Shivaji University, Kolhapur.	The Principle, All Affiliated Science (M.Sc.) Colleges/Institutes Shivaji University, Kolhapur.
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**Subject:** Regarding Syllabus and Self Instructional Material (SIM) of Communicative English of M. Sc. Part I & II under Faculty of Science and Technology.

**Sir/Madam,**

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the syllabus, Self Instructional Material (SIM) and Nature of Question paper of Communicative English of M. Sc. Part I & II as follows under Faculty of Science and Technology:

M. Sc. Part I (Sem I)	M. Sc. Part II (Sem III)
AEC-I Communicative English-I	AEC-II Communicative English-II

The the syllabus and SIM of Communicative English of M. Sc. Part I & II shall be implemented from the academic year 2019-20 (i.e. from June, 2019) onwards.

A soft copy containing syllabus, SIM and Nature of Question paper is enclosed herewith, and also made available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in). (Online syllabus)

You are therefore requested to bring this to the notice of all Students and Teachers concerned.

Thankin you,

**Yours faithfully,**

**Dy Registrar**

Copy to:

1) I/c Dean, Faculty of Science and Technology	7) B. Sc./ M. Sc. Exam Section
2) Director, Board of Examinations & Evaluation	8) IT Cell
3) Chairman, All BOS and Ad-hoc board	9) P.G.Admission
4) Appointment Section	10) P.G.Seminar.
5) Affiliation Section T-1/T-2	11) Director, Centre for Distance Education
6) Eligibility Section	

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



**Accredited By NAAC with 'A' Grade**

**Syllabus and SIM**

**M.Sc.Part-I**

**AEC-I**

**CBCS PATTERN**

**Syllabus to be implemented from**

**June, 2019 onwards.**

# SHIVAJI UNIVERSITY, KOLHAPUR

Syllabus to be implemented from  
June, 2019 onwards.

M.Sc. Part - I (CBCS)

Sem-I

AEC-I Communicative English-I

PERSONAL AND PROFESSIONAL COMMUNICATION

Unit : -1. Personal Communication.

Unit: -2. Professional Communication.

## Nature of Question Paper Pattern

M.Sc. I

Ability Enhancement Compulsory Course- I

**Time Allotted: 2 hrs**

**Total Marks: 50**

Instructions

- All the questions are compulsory.
- Figures on the right indicate full marks allotted to each question.

Q. 1 Rewrite the following questions choosing the correct alternative.	8
Q. 2 Answer the following questions in one word/ phrase/ sentence	7
Q. 3 Answer the following questions. (Theory questions) (3/5)	15
Q. 4 a) Question on Formal/ Email/ Report/ Memo	5
b) Question on Notice/ Agenda/ Minutes	5
Q. 5 a) Question on Informal Email/Letter	5
b) Question on Telephonic Communication/ Blog/ Email Pal	5

## M.Sc. Part I Sem. I

### AEC - 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.

1170 E Ward,  
Rajaram Road,  
Kolhapur.  
20<sup>th</sup> Aug, 2019.

Dear Neha

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.

Thanks also for the photographs. I absolutely loved that snap yours standing in the side of lake. Kashmir looks like a heaven.

There's not much happening here. I am busy with my work and study.

By the way, are you coming home anytime soon? If you are, let me know the dates and we can arrange to meet up.

Hope to see you soon.

Komal

### **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.  
20<sup>th</sup> 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, Nirjala 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](http://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.

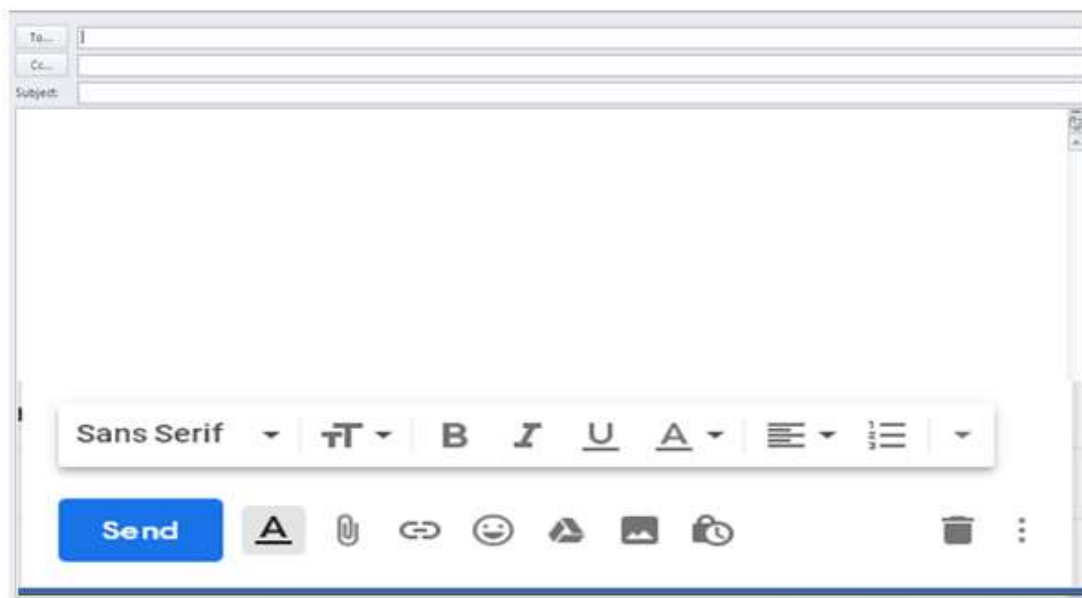
**I. Electronic Mail or Email:-**

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](mailto:user@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	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,
	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 15<sup>th</sup> 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: acscollege@gmail.com

Subject: Postponement of Debate Competitions

This is to inform you that the State Level Debating Competitions held by our institution on 27<sup>th</sup> 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



Q
☰

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 20<sup>th</sup> 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:

<b>HEADER</b> Main navigation & search	
<b>MAIN CONTENT</b> (Posts, pages, etc.)	<b>SIDE BAR</b> Subscription options, features content & social media.
<b>Footer</b> 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 70<sup>th</sup> ....! 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 all ....birth 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*, Prisma 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

##### 2.1 Objectives

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

##### 2.1.2 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

##### 2.1.3 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.

##### 2.1.4 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

## **2.2 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



2.2 Consideration the business arising from last meeting

2.3 Appointment of the new C.A.

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

2.5 Any other issue with permission of chairman

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

2.1 To confirm the minutes of last meeting.

2.2 To consider the business arising from last meeting.

### **2.2.3 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

2.1 To confirm the minutes of last meeting

The minutes of the last meeting held on 10/04/2019 were read by the secretary, confirmed by all and signed by the chairman.

2.2 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.

2.3 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.

2.4 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.

2.5 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.”*

### 2.3.1 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 form 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 a 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 strict 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 live 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 a computer screen, they become multimedia. It can be effectively used for advertising and publicity campaigns. It is a 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

## **2.4 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.

### **2.4.1 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

#### **2.4.2 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

#### **2.4.3 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:

#### **2.4.4 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  
Convener

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.

## **2.5 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.

### **2.5.1 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.
- .....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. In.....communication 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 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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- Rayadu, C.S. *Media and Communication Management*, Mumbai Himalaya Publishing House, 2000.
- Sinha, K.K. *Business Communication*, New Delhi, Gogotia Publishing Company, 2002

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



**Accredited By NAAC with 'A' Grade**

**Syllabus and SIM**

**M.Sc.Part- II**

**AEC- II**

**CBCS PATTERN**

**Syllabus to be implemented from**

**June, 2019 onwards.**

# SHIVAJI UNIVERSITY, KOLHAPUR

Syllabus to be implemented from  
June, 2020 onwards.

M.Sc. Part-II (CBCS)

Sem-III

AEC-II Communicative English-II

INTERVIEW AND PRESENTATION SKILLS

Unit : -1. Interview Skills.

Unit : -2. Presentation Skills. (Presenting your point of view.)

## Nature of Question Paper Pattern

M.Sc. II  
Ability Enhancement Compulsory Course- II

Time Allotted: 2 hrs

Total Marks: 50

### Instructions

- All the questions are compulsory.
- Figures on the right indicate full marks allotted to each question.

Q. 1 Rewrite the following questions choosing the correct alternative.	8
Q. 2 Answer the following questions in one word/ phrase/ sentence	7
Q. 3 Answer the following questions. (Theory questions) (3/5)	15
Q. 4 Questions based on the given advertisement.	10
Q. 5 Preparation of Oral or PowerPoint Presentation.	10

## **M.Sc. Part II Sem. III**

### **AEC-II**

#### **Unit No.1 Interview Skills**

##### **Introduction**

At one stage or the other, we have to face interview for one reason or the other. Most of the times it is for job; sometimes it is better opportunity; sometimes for judging a person as a life partner and so on. Requirements of each of these situations are different. Sometimes it is academic, sometimes knowledge based, sometimes application based, sometimes experience oriented, sometimes sentimental but most of the times it is combination of all these. People attempt to assess different aspects of your personality with a special focus on their requirements.

Most often it is found that candidates get goose bumps on hearing about interview. It brings about some type of unknown burden to them. The very idea of interview is daunting for them. The case should be the otherwise. Let's discuss the topic of in the light of needs and requirements of success at interview events.

##### **What is Interview?**

The word 'interview' can be split into two word 'inter' and 'view'. To simplify the meaning, 'interview' is an attempt to peep in to your personality for some specific purpose. Interview is a personality check. Your personality is assessed through observations on 'how' and 'what' of your presentation. People try to judge you from what you speak and how you behave and present yourself. Your views, your attitude, your aptitude, your knowledge, your skill and your behaviour are the points of check during an interview. This may be checked through questions and answers, demonstrations, written or oral tests, tasks, etc.

We go to market to buy some item. We check availability, suitability, quality, price and price variation, intensity of our need and finally the value of the item for us.

Same is true about interview. An interviewer also checks almost all these criteria and arrives at a conclusion. He checks whether qualities s/he is seeking are possessed by some candidate/s, if s/he is suitable for the job and working conditions, whether s/he is willing to work with the salary we offer, if the candidate is really needy, and finally if we select him/ her will he prove himself valuable to the organization.

Taking these questions in the mind, interviewers design their set of questions. They decide stages of interview and accordingly shortlist a suitable candidate. A candidate who answers these questions satisfactorily gets selected; those who cannot fulfil their expectations get rejected. It is a simple process of selection where the interviewer attempts to choose the best option s/he has.

### **Types of Interview**

There are different types of interview. In a process of selection, you may face one or more of the following situations.

- a) **Face—to—Face Interview:** This is a very traditional type of interview. This is the most frequently preferred type. The candidate may have to face an individual or a team of individuals in this type of interview. Arrangements are made for one—on—one conversation. The interviewer asks questions to the candidate and the candidate answers them. Sometimes a panel or committee of one to ten persons may conduct interview.
- b) **Telephonic Interview / Video Conferencing:** With the increasing use of technology in our daily life, telephonic interviews and video conferencing is becoming more and more popular and preferable. For a company with remote location such as the U.S.A. or Japan or Australia, it is not possible for an individual to attend interview in their head office. In such cases, telephonic and video conferencing becomes the most easy, time saving and money saving tool. This type of interview is very much like face-to-face interview. One has to follow all the manners and etiquettes of face-to-face interview here. The only care that

one needs to take is there should not be any disruptions due to technological problems.

- c) **Group Discussion/ Interview:** Group discussion or group interview is a stage of selection process where an individual needs to exhibit his leadership qualities. It is designed to uncover our leadership potential. They check whether we are cooperative, attentive, inclusive, considerate, good listener, fair in judgement, willing to compromise, decision maker, emphatic and so many other qualities to be possessed by a good leader. Overall they check your communicative abilities and the abilities to influence others.
- d) **Lunch/ Dinner-on-Interview:** This is just a change in location of face-to-face interview. Except for the situation, everything remains the same. One has to follow etiquettes and manners of conversation here also. Rather, in this situation, the interviewer has more scope to observe your habits minutely. S/He may make some personal observation related to your habits, approaches, behaviour and so on.
- e) **Demonstration:** This is a typical situation. There are some work places which may make the person to think in all the possible ways so as to tackle a problem. In this type of interview, the candidates are given different situations to solve typical problems, or they may be asked to formulate a plan to for some situation. This is often followed by a presentation with cross-questions.

### **Preparations for Interview**

Preparations for interview can be divided into events—Before Interview and During Interview.

#### **Before Interview Preparations**

##### **A. Know about the Organization:**

It is very necessary to know the organization, company, firm or institute where you intend to apply.

##### **Know the organization.**

- History of the organization

- Founders of organization
- Aims and objectives of the organization
- Management hierarchy
- Recent changes in the organization
- Product
- Market
- Financial Changes

### **Know the job**

- Designation
- Job description
- Nature of work
- Responsibilities to be shouldered
- Qualifications required
- Specializations required if any
- Experience required
- Skills required
- Work environment
- Performance expectations

This information may be gathered from the website of the organization or from some person working in the organization or you may give a call in the company itself. The Human Resource Department (HRD) would provide you all the information. Once you know about these things, think about your skills and capacities and highlight them in your C.V. If you are technically eligible for the post, rest can be managed through preparations.

### **B. Preparing C. V. (Curriculum Vitae):**

Most of the times, interviewers ask questions related to the information given in our Curriculum Vitae. Hence, our C.V. should be well organised and systematically presented. A good curriculum vitae is a reflection of our

personality. It includes most of our important details. It includes a few of the following details.

- **Personal details**
  - Full Name (All letters capital)
  - Address (Correspondence, Permanent, Email)
  - Contact Numbers (Mobile, Landline, Some optional number/s)
  - Date of Birth
  - Gender
  - Marital Status
  - Nationality
- **Educational Qualifications**
  - Education (in reverse chronology—latest at the top)
  - Details of degree—date, grade, institution, specialization, etc.
- **Professional Qualifications**
  - Details of any technical qualifications such as computer courses, typing, any other subject/ job related course, etc.
- **Work Experience**
  - Employment details such as name of the company, designation, nature of responsibilities along with dates.
- **Other Relevant Information**
  - Languages known
  - Hobbies and Interest
  - Special achievements (Mostly relevant to the post)

All of us have these details. However, organizing these details according to the demands of job is a skill. We should organize details in our C.V. as per the requirements of the company.

For example: In a particular company, there is a vacancy of a Quality



Supervisor. The company demands at least 2 years' experience. Here, only those having experience will apply. **Experience becomes the most important aspect of our C.V.**

- Now, the experience should be highlighted more than any other details.
- While writing experience, never forget to highlight your experience (if you have any) of the larger and famous companies you have worked with.
- If you do not have experience of such organization, briefly give details of nature of work you have undertaken.

In some other case, specialization is expected.

For example: A particular organization wants an individual with specialization in seed technology. Here, a person with B.Sc./ M.Sc. Agriculture and also an individual with M.Sc. Botany is also eligible provided he has studied Seed Technology as one of the subjects at the PG level or s/he has some research work in the seed technology. Here a Botany student can highlight his area of interest/ specialization by

- Giving title of the research work s/he has undertaken.
- Giving title of the published research paper.
- Creating special bullet "Area of Specialization/ Research/ Interest".

Some companies demand knowledge of particular language. For example: an International organization/ company want to recruit an individual with the knowledge of German language. In this case, do not forget to highlight your proficiency in different language skills of the German language. Do not forget to attach related documents.

Most of the times, nothing is demanded in particular. We need to present our details in a manner that our field of specialization gets highlighted. Here, we have scope

for compelling the interviewer to ask questions related to our area of interest or specialization. Thus, it is our C.V. and the information provided in it that helps us manage our success in an interview.

It is not necessary to decorate your C.V. Let it be plain and simple. Do not forget to highlight (bold) the important but relevant achievements. You may change the sequence of items presented only for the sake of emphasizing certain information. This change attracts the interviewer and s/he tempts to ask you questions related to the highlighted information.

**C. Preparing Questions:** Once you are ready with your C.V. and research about the job, the first part of your preparation is framing a set of questions for rehearsal. We need to frame some questions and be ready with relevant answers for them. While framing questions, we need to focus each and every point mentioned in our C.V.

Our questions begin with our name and may end anywhere. However, here should be ready till the end. All the questions that we have prepared may not be asked by the interviewer and it is not expected also. But we should be ready with at least a set of questions.

When you are ready with your own set of questions, you can be tricky and can control your interview.

To my experience, interview can be of two types—Logical and Haphazard. Logical interviews follow a logical pattern. The questions asked in the logical interview are based on the information provided. The interviewers catch a thread and ask questions around the same thread. Answer of first question creates ground for the next question and answer of the second for the third and so on.

The second type is haphazard interview. Here, interviewers want to check your patience, conversational etiquettes, memorization abilities, wittiness, presence

of mind, etc. Hence, there is no logical connection between the questions asked. First question may be ‘Introduction’ and second question may be ‘Have you ever played Tennis?’, the third may be ‘Have you ever met Salman Khan?’.

It is here, that we must be prepared with the set of questions and their answers.

Our questions can be divided into six different types—personal, Educational, Career Goals, Knowledge of the Organization, Experience, Research and expertise. Let’s see some sample questions.

### **1) Personal**

- Tell us about yourself./ Introduce yourself to the panel.
- Tell us briefly about your family background.
- What are your strengths/ weaknesses?
- How do you spend your spare time?/ What are your hobbies and interests?
- 

### **2) Educational/ Academic**

- Tell us about your primary/ secondary/ undergraduate/ post-graduate education?
- Why did you choose that college/ university only?
- Which course/s did you enjoy the most/ least? Why?
- Who is/ was your favourite teacher? Why?
- Which is your favourite study place? Why?
- Which is your favourite subject? Why?
- Have you ever participated in some extra-curricular activities like cultural, sports, N.S.S. or N.C.C.?
- Do you have any special academic achievements? Tell us about them in details.

### **3) Career and Goals**

- What is the goal of your life?
- What are your professional goals?
- Where do you see yourself after 5 years/ 10 years?
- How do you motivate yourself to work?
- How do you motivate others to work?

#### **4) Knowledge of Organization**

- Tell us what you know about our organization.
- Why do you think you are suitable for the post?
- What appeals you about this job?
- Why do you want to join our organization?
- How do you plan to contribute to our organization to develop?
- What do you expect from us?
- What are your expectations about salary?
- What would you do if you get a better opportunity after joining our organization?

#### **5) Experience**

- How does your work experience relate to this job?
- Why are you willing to leave your previous organization?
- What do you prefer—working in a team or working independently? Why?
- Do you have any experience of working in team? Explain.
- What managerial skills did you acquired during your service span?
- Can you describe any critical situation when you had to take the decision?
- How do you describe your previous organization/ company?

#### **6) Research and Expertise (These are subject specific questions.)**

- Why did you choose this field/ subject/ topic?
- What interests you in this field/ subject/ topic?
- What is your contribution to the field?
- How does your research differ from that of others'?
- What are your findings?
- Which methods of data collection have you used? Why?
- What is the practical application of your research?

- What benefits have you got due to your expertise/ research?

**7) Interests and Hobbies** (These questions are related to the hobby you mention in your C.V.)

- What do you do in your spare time? Why?
- What is your hobby? Why?
- Which field interests you the most? Why?
- How do manage time to maintain your hobby?
- Who is your favourite \_\_\_\_\_ (author, poet, player, actor, political leader, ...)? Why
- Which is your favourite \_\_\_\_\_ (book, movie, game, place,...)? Why?

**D. Dress Code:** This is something that really matters about your personality. Value your appearance and the simplest way to improve our appearance is to dress decently. Following tips can be followed for the dress code.

- Be formal in your dress code.
- Check if any particular dress code is specified in the interview letter. If specified, be in the expected dress code.
- When nothing is specified, try to be as formal as possible.
- Wear clothes that make you comfortable.
- Whether your clothes are old or new, have them washed and pressed.
- Do not wear any dark coloured clothes. They affect your impression.
- Shirt and pants is an expected dress code for men in most of the situations.
- Wear tie and coat only if you are comfortable.
- Girls are expected to be dressed decently. If you are comfortable, wear traditional dress like sari. Sari should not expose any body parts unnecessarily. Salwar and kamiz is the most suitable dress for women of all ages.

- When you wear some dress, it should not distract your own attention at any cost.
- There some girls who try to pull down their tops because someone has noticed the open part of your body. There some girls who often play with their veil (odhanis/ chunari) or stole. This is a distraction which can affect your impression.

**E. Document Presentation:** All our documents are verified during the interview. We need to arrange our documents as per the requirements. Some tips for arranging documents are as follows.

- Carry all your original documents to the interview venue.
- Have a folder file to carry your documents.
- File should be big enough to accommodate all your documents.
- Each document should be easily accessible.
- Arrange all the documents in the descending order i.e. the most recent degree should be placed at the beginning if you are a fresher.
- If you have work experience, you may place your experience certificates at the beginning and then put your academic certificates.
- Carry at least two extra copies of your documents (more than mentioned in the interview letter).
- Do not hide any document unnecessarily.
- **NEVER ATTACH ANY ORIGINAL DOCUMENTS TO YOUR APPLICATION.**

### **During Interview**

We can take care of following things during interview.

#### **A. Structure of Interview**

Every interview has a structure. The general structure of any interview is as follows.

- Greetings and Receiving
- Introduction
- Casual or informal talks to develop rapport (optional)
- Formal presentation of Documents by the candidate
- Formal presentation of C.V. by candidate or the panel
- Assessment (through Questions and Answers and document verification) by the interviewer/s
- Conclusion (Saying thanks and leave taking)

**B. Attentiveness:** Be attentive from the beginning to the end during the interview.

Being attentive means a lot.

- Listen to the question/s carefully.
- Think before you answer.
- Answer the question only. Do not give answers in a roundabout way.
- Be precise in your answer but do not leave any answer incomplete.
- There may be series of questions asked to confuse you. Remember as many questions as possible. Try to answer the questions chronologically.
- If you forget some question, do not hesitate to request about repeating the question.
- There are possibilities that someone may comment or ask you some question while you are answering one question. In such a situation, take a pause, listen to the question or comment, keep it in mind, and complete your answer first. Once you finish your answer, respond to the question or the comment. Do not forget to follow conversational etiquettes such as ‘Excuse me, would you mind if I finish with my answer?’, ‘Allow me to finish with this question sir.’
- 

**C. Body Language:** During an interview, it is found that most the candidates are not really aware of what they are doing. Their body language changes. This happens

due to the pressure of interview. There certain things that we can take care of about the body language.

- Try to be comfortable during the interview.
- Think about everything positively. This will bring some peace to your mind.
- Your body should reflect confidence.
- Do not seat too lose or too tight. Seat in a comfortable position in the chair.
- Do not make any unnecessary body movements such as
  - shaking your leg,
  - shaking your hand,
  - caressing hands,
  - pressing fingers
  - playing with pen/ pencils
  - thumping on the table
  - looking at your wrist watch again and again
  - sitting in an awkward position
  - playing with your hair (women),
  - looking at only one person or thing,

These actions are reflection of lack of confidence. Hence, it is always advised that we avoid these unnecessary body movements. They also distract you from framing adequate answers sometimes.

- Try to maintain smile on your face. Your natural smile shows your confidence and comfort. At the same time do not smile unnecessarily; this may affect your general impression.

**D. Eye Contact:** Eye contact reflects our level of confidence in our presentation. It is equally important to show that you respect every individual interviewer. Adequate eye contact should be maintained throughout the interview.

- Look at the person who is asking question. This helps you to understand the question better.



- While answering a question, do not stare at the person who has asked you the question. Everybody in the panel should be addressed through eye contact.
- While maintaining eye contact, do not forget points you want to present.
- Avoiding eye contact and staring at single individual only are considered bad manners.

**E. Answering Questions:** This is the most important part of the interview. A candidate is asked several questions related different aspects s/he has mentioned in the C.V. We have a tentative list of questions. However, it is a very general list. We need to prepare for questions pertaining to our own subject. Most of the students are quite conversant with the subject content. Some general tips for answering questions are as follows.

- Your answer should have quality i.e. there should not be a dint of lie in your answer.
- If you do not know the answer, do not hesitate to say “I don’t know”.
- Your answer should be brief and concise. Do not give any roundabout answers.
- Do not provide extra information unless you want to compel the interviewers to ask questions about that particular topic.
- 

Let’s discuss some of the general questions and answers expected.

### **1) Introduce yourself.**

This is an apparently simple but a decisive question. Many times, your introduction decides whether you are going to control interview or interviewers are going to control you. An ideal introduction may include your name, the place from where you are, your academic qualification and experience. If you want to lead your interview into a particular field, present that information towards the end of your answer. Logically, attention of the interviewer is drawn to this issue and s/he may ask you questions on that issue.

**2) What are your major strengths and weakness?**

This is a tricky question. The interviewer wants to know your self-evaluation skills. Answer to this question should not be related to nature or behaviour. You should disclose your strengths and weaknesses only in connection to your working style. Weakness should always be presented in the improvised sense and the efforts you have taken to improve them should be emphasized. For example, taking time to make a decision is a weakness. However, you may present it as strength by saying “I cannot go with impulse. I have a habit of thinking of things at a deeper level. This sometimes marks me as a slow decision maker.”

**3) Why do you want to join our organization?**

Here, you have scope to present your information about the organization. Do not be judgemental. Do not criticise anything in the organization. Make a few positive remarks about the organization. Any negative comment may expel you from the competition.

**4) What makes you suitable for the post?**

You have already made research about the position. Tell in details about your skills, experience, expertise and areas of interest.

**5) What do you expect from us?**

This is also a tricky question. It is technique to disclose your monetary expectations. However, be polite here and avoid talking about any monetary expectation directly. Do talk about knowledge, experience, training, etc. Do give hints about your monetary expectations but in a circumlocutory way. Just say “And I am sure that the organization would pay me according to my abilities and its social status.”

**6) What are your future plans in career?**

Here also, do not speak about your dreams about a house, car, and other mercenary interests. Speak about your dreams in the profession. For example you may say, “I am trying to understand industry since my first joining. I learn new things every day. My skills are improving. Besides, I think now I can understand

people better and I can manage them better. In this sense, I obviously see myself in some managerial position the organization.” Be tricky here also.

In a sentence, BE DIPLOMATICALLY TRUTHFUL IN YOUR ANSWERS.

### **Conclusion**

Interview skills is a topic on which thousands of books are available. Each of the author has his/ her own opinions and views about interview. Some come through studies you undertake, some develop through observations and some views develop through experience. Theorizing something is quite easy than actually practising it. And for this we need to be attentive and should use our sense of presence. It is our study and rehearsal of certain practices which helps us achieve our goals in the interview.

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**M. Sc. II**

**Sem. III**

**AEC-II Unit 2**

**Presentation Skills**

**Objectives:**

- To acquaint the students with the skill of the presentation skills.
- To enable the students to understand the aspects and the stages of effective presentation.
- To equip and enable the students to make presentation with the help of tools of ICT (Information and Communication Technology)

➤ : **Learning Outcomes:**

After studying this unit the students will be able to:

- ✓ Understand the aspects and the stages of effective presentation.
- ✓ Understand the nuances of the skill of presentation.
- ✓ Make successful presentation with the help of Information and Communication Technology Tools such as computer, projector, speaker, microphone, power-point presenter etc.

**4.1. Introduction:**

Language is the most important tool of communication. Communication is an art, and effective communication is a skill. Communication essentially means the exchange of ideas, opinions and convincing others your point of view. It is

effective only when the speaker is able to communicate the message clearly and the listeners understand it as expected by the speaker. Thus, communication is a two-way process. It can be broadly classified into three categories:

1. Oral Communication
2. Written Communication
3. Body Language

The present unit mainly focuses on the skill of oral presentation. The skill of presentation is the most important requisite of the current times. It is an indispensable part of the world of business. It is an integral part of each and every sector today. One is required to make presentation on a number of occasions. For instance, executives of a firm or organization have to make presentations in meetings, seminars, conferences etc. They should be good speakers as they have to address an audience on a number of occasions. Thus, the skill of speaking is an asset in any field. It can be cultivated and developed by understanding its various aspects. As one wishes to make progress in one's professional career, the skill of presenting one's point of view will be of great help.

#### **4.2.: Characteristics of Good Presentation:**

The presentation skill is important equipment for life. The successful presentation is based upon the principles of oral communication. Therefore, successful and effective presentation should be governed by strategy, structure, support and delivery of speech. If the purpose of the presentation is to give information, the presentation should be planned carefully with main points and sub points. If the purpose of the presentation is to persuade the audience, the presenter should make use of logic and evidence highlighting aspects which are important to the audience. The presenter should be successful in convincing his/her audience.

He/she should present the ideas and plans in an effective manner. He/she should appeal to the hearts as well as heads of the audience and create interest in their minds.

A good presentation should be governed by the following characteristics:

1. The first and foremost characteristic of good presentation is clarity. The presenter should have a good command over the language. He/she should express the ideas very clearly so that the audience will make sense of what is being presented.
2. The second characteristic of good presentation is the appropriate length. The length of the presentation should be neither too brief nor too long. The presenter should know in advance the time span allotted for the presentation. Accordingly, the presenter should plan the content as much that can be presented within the time limit. The presenter should limit the presentation on the theme ensuring delivery of the topic to the audience. Thus, the presenter should decide the length of the presentation as per the situation.
3. The third characteristic of good presentation is that it should be informative to the audience. The presenter should give attention to the fact that what new information he/she is giving to the audience. He/she should have a sense that he/she is an expert in the field of his/her talk. In a way, the presentation should be an eye-opening for the audience.
4. The next characteristic of good presentation is that it must be interesting. The presenter should devise various means to make the presentation interesting and effective. The use of audio-visuals can be helpful to catch the attention of the audience.

### **4.3.: Before Presentation:**

The objective of the presentation is to deliver the topic in such a manner that the points and issues are clearly comprehensible to the audience. Therefore, the presenter should know all the nuances of good presentation. The presenter should make clear the purpose and objective of the presentation. He/she should have marked out the key areas of the presentation. He/she should be ready with the summary of the presentation.

The presenter, before making the presentation, should question himself/herself with the five Ws and the one H: (1) Why? (2) Who? (3) Where? (4) When? (5) What? (6) How?

- 1) **Why?:** The purpose of the presentation should be clear to the presenter. The presenter/speaker should be aware of the reasons behind the presentation. He/she should use appropriate tone and style to suit the purpose of the presentation.
- 2) **Who?:** The presenter should know who the audience is. The presenter should have the knowledge of the audience. This will help the presenter to speak according to the level of the audience. The presenter should try to understand the knowledge level of the audience. He/she should also think of about their academic and receptive level. He/she should consider the needs of the audience from the moment the presentation begins. He/she should also make sense of who the organizer is. He/she should also make acknowledgement to the organizers who have provided him/her an opportunity to speak or present his/her point of view.
- 3) **Where?:** The presenter should also think about the place of the presentation. He/she should try to cope with the place of the presentation. Prior to the

presentation, the presenter should check the available tools and facilities. He/she should make maximum use of the facilities available at the place.

- 4) **When?:** The presenter should be aware of the time or the occasion of the presentation. The task of the presenter becomes more challenging if he/she has to make the presentation after the lunch hour. The presenter should devise activities to sustain and ensure the active involvement of the participants in the presentation. The presenter should be ready to make the presentation effective at any time. He should be aware of the time allotted for the presentation. He/she should keep strictly within the allotted time. He/she should also reserve time for interaction or question/answer with the audience.
- 5) **What?:** The presenter should know what he/she is going to present before the audience. He/she should have clear idea of the topic and the content of the presentation. He/she should have organized all the material at hand very sequentially.
- 6) **How?:** The presenter should plan the stages of the presentation. He/she should think of how to achieve the right effect through the presentation. It is also important that how the presenter relates the topic to the audience. The success of the presentation largely depends on the perception or understanding the theme of the presentation by the audience. The presenter should think of how to use all the facilities and tools fruitfully to make the presentation more interesting and effective.

**4.4.: Some Important Things about the Presentation:** The presenter or speaker should keep in mind the following things:



- i. The first thing is the preparation of the material of the presentation. The presenter should prepare well so as to make the presentation more effective.
- ii. The presenter should structure the presentation well in advance. He/she should collect the relevant material in the light of the theme of the presentation. He/she should gather information from libraries, interviews, surveys, reports and from other reliable sources. He/she should spend enough time in the preparatory stage for making the presentation effective.
- iii. The presenter should organize the information into main and sub-points. He/she must think of the time available for the presentation and prepare the content accordingly.
- iv. Next, the presenter should exercise self-control. The presenter may likely to take the burden of the presentation before unknown audience. He/she should know how to keep the nervous state aside. He should be relaxed and tension free during the presentation. He/should show the confidence before the audience and should start the presentation with great enthusiasm.
- v. Finally, the presenter should be successful enough to take the control of the audience. He/she should find out the needs and requirements of the audience. Then, he/she will able to deliver the message through the presentation.
- vi. The basic purpose of the presentation should be such that the audience is able to comprehend the message easily.
- vii. It is necessary for the speaker to prepare his/her mind by positive imagining before beginning the presentation. He/she should have confidence over the success of his/her presentation. It is likely that the

presenter may commit some mistakes in the course of the presentation. However, the presenter should try to avoid errors as possible.

#### **4.5.: Some Important Aspects of Good Presentation:**

The presenter should pay attention to the following aspects of good presentation. These aspects include visual, verbal and vocal.

**A. Visual Aspects:** Visual aspects are related to the elements that can be noticeable by the eyes of the presenter as well as the audience. The presenter should pay attention to the following visual aspects:

- a. The presenter should dress up effectively to look smart. His/her dress should be formal and pleasant looking. It should not be gaudy and colourful. The presenter may wear an overcoat and a tie to look smart and presentable.
- b. The presenter should be confident about the topic of the presentation. He/she should state the things authoritatively. His/her confidence should be reflected through the effective speech and moves during the course of the presentation. The audience should notice that the presenter has good knowledge of the topic.
- c. The presenter should establish and maintain eye-contact with the audience during the course of the presentation. He/she should look in all the directions. His/her eyes should not be fixed at one place or on one person. He/she should not look in vacuum during the course of the presentation. His/her eye contact with the audience will give the sense of command over the topic of the presentation.

- d. The presenter should not look at the notes during the session of the presentation. He/she should have spent enough time in the preparation of the presentation well in advance. He should have worked out on the material of the presentation thoroughly.
- e. The presenter should be active during the session of the presentation. If the presenter has to stand at one place and deliver the presentation, he/she should stand upright. However, in order to avoid steady look of the audience, he/she may move here and there during the course of the presentation. The ease of his/her movements will help to make the presentation more playful.
- f. The presenter should pay attention to the fact that he/she has covered all the points of the topic. The audience should not feel at any moment that the presenter was in hurry to end the presentation at earliest.
- g. The presenter should move out confidently after the presentation. He/she should have a sense of satisfaction that he/she has given something substantial to the audience. The sense of satisfaction should be reflected on the face of the audience that they have gained something very useful through the presentation.
- h. In face to face interaction the speaker does not communicate only through the words. In fact, the whole personality of the speaker is involved in the process of communication. The body language of the presenter includes personality, appearance, good grooming, clothing, posture and gestures. The speaker should make appropriate movements of his hands and other parts of the body during the session of the presentation.
- i. The presenter should establish proper eye contact with the audience. This helps to develop good rapport with the audience. While speaking the

presenter should shift his/her eyes gently and naturally all around so that it appears that the presenter is interested in communication with the audience.

**B. Verbal Aspects:** Verbal aspects refer to the usage of the language. It is important to understand that oral presentation is different from written presentation. Therefore, the presenter should adhere to the basic parameters of good language usage. He/she should pay to the following aspects of the language in the presentation:

- a. Language is the most important tool of communication. The presenter should have command over the language in which he/she is going to make the presentation. He/she should use appropriate words and proper pronunciations. He/she should use the vocabulary that can be understood by the audience. He/she should use familiar words instead of abstract and complex words. His/her usage of the words should be grammatically correct. He/she should try to avoid errors in the use of the vocabulary during the presentation.
- b. The presenter should use short sentences. He/she should use proper syntax patterns. The language of the presentation should be simple and lucid. The presenter should not use complex sentence structures. The sentences should be in active voice.
- c. The presenter should be able to use various connectives in his/her speech. He/she should be able to use language coherently. He/she should link the words and sentences appropriately.
- d. The presenter should address the audience directly. He/she should maintain friendly talk during the course of the presentation. The presentation should be two-way communication

**C. Vocal Elements:** Vocal elements are related to the use of voice in the presentation. A good voice is a gift of nature but anyone can improve the quality his/her voice with proper training. If one wishes to become an effective speaker, one must know how to use the voice properly. The presenter should pay attention to the following vocal aspects in order to be an effective speaker:

- a. The presenter should speak in an effective manner. He/she should be enthusiastic in the presentation. His/her voice should be clear and audible. He/she should speak loudly so as to be heard by all the listeners present at the place of the presentation. His/her voice must be neither soft nor very high. He/she should use proper intonation. He/she should give emphasis on the right words and at the right moment.
- b. The presenter should be more alert to the tone of his/her voice. He/she should try to break monotony of speech by changing the pitch and tone of the voice. He/she should bring variety in the manner of presentation by incorporating variations in the pitch and the volume of his/her voice.
- c. The presenter should use every opportunity to speak. The more practice and experience of speaking will give him/her confidence and strength.
- d. The presenter should speak at the rate at which audience can understand him/her. He/she should speak according to the level of the audience. He/she should use a microphone while addressing the large audience.
- e. The presenter should take pauses at a suitable time in his/her speech. A pause is also helpful to seek attention of the audience towards a particular point.

#### **4.6.: Outline of the Effective Presentation:**

The presentation can be done with the following outline:

**1. Introduction:** The presenter must give his/her introduction at the beginning of the presentation. Even if the presenter has been introduced formally, he/she should state his/her name. This will reinforce the presence of the presenter and will help the audience to remember him/her. This will also help to establish rapport with the audience. The presenter, if time permits and the audience is less in number, must try to know the audience in person. He/she should also mention the other dignitaries on the stage and should express his/her gratitude for the opportunity of presentation given to him/her. The beginning of the presentation should engage the attention of the audience and involve their interest. The presenter can use a variety of expression at the beginning of the presentation. For instance,

- Good morning/afternoon/evening all and the respected dais.....
- I'm very happy to be here on the occasion of.....
- I'm greatly delighted to share my views on....
- It gives me a great pleasure to express my thoughts before such a delightful audience.....
- I'm really glad to be amongst this august gathering....

**2. Attention gaining Statement:** A good opening of the presentation can catch the attention of the audience. The presenter should try to catch attention of the audience to the topic of his/her presentation. He/she should devise some ways to gain attention of the audience. The presentation can be started with a story, joke, video clip, word picture or audio clip etc. The presenter should begin the presentation with

cheerfulness, friendliness and sincerity. It will help to set the tone of presentation and the attitude of the audience towards the presentation.

3. **The Main Theme:** The main theme of the presentation should be introduced to the audience at the very beginning. The presenter should stick to the main theme throughout the presentation. There should not be many digressions. The presenter can give relevant information and turn to the main theme of the presentation.
4. **Body:** The body depends on the occasion and the objective of the presentation. It should have a fairly simple structure. It should be the continuation of the beginning so that the audience will be able to follow that plan easily. It can be divided into separate parts leading to a definite conclusion. The presenter should develop the body of the presentation according to the time allotted for the presentation. During the session of the presentation the presenter should:
  - Ask or raise one or two relevant questions to enable the audience to think over.
  - Focus on facts, figures and truthful information
  - Use appropriate quotation, proverb, parable or story.
  - Tell, if possible, real life example to emphasize the point of view.
5. **Conclusion:** The presenter should have the idea of conclusion on the theme. He/she should be successful enough to drive home the audience with the concluding statement. The conclusion of the presentation should be holistic on the theme of the presentation. It should not be abrupt. It should give a clear message to the audience.
6. **Review:** The presenter should take a review in the last few minutes of what has been presented to the audience. This recap will help the audience to get the understanding of the topic.

**7. Closing Statement:** At the closing moment the presenter should thank the organizers for providing an opportunity to share his/her views. He/she must also thank the audience for their patient listening and active participation during the session of the presentation. He/she should express his/her wish of looking forward to meet again in near future. He/she should use the following expression at the end of the presentation:

- I'm once again really thankful to all those involved in organizing this.....
- I thank all those present here for listening attentively...
- I hope that I have tried to present the topic at my level best...
- Thank you all for giving me your time and attention...

**8. Questions and Answers:** After presentation, a sufficient time should be given to the audience to raise questions and ask for clarification of doubts, if any. The presenter should welcome questions from the audience. The presenter/speaker, while answering the questions, should keep in mind the following things:

- The presenter should try to answer the questions satisfactorily. The answers should be brief and to the point.
- The presenter should address his answers to the audience in general.
- The presenter should be sincere and honest in his/her answers.
- The presenter should pay attention to the question and limit the answer accordingly.
- The presenter should handle the situation of argument very tactfully and carefully.
- The presenter should treat all the questions with respect.



**9. Feedback:** The feedback forms should be given to the audience. They should be filled by the audience very truthfully. They should be collected and analysed thoroughly in order to check all the aspects of the presentation. The analysis of the feedback will help the presenter to understand the success level of the presentation. If the presenter finds any suggestions from the audience, he/she will be able to overcome the shortcomings and implement the suggestions in his/her next presentation.

#### **4.7.: The Use of Audio-visuals in the Presentation:**

The use of audio-visuals in the presentation is indispensable in the age of ICT (Information and Communication Technology). The presenter must use the best audio-visual aids according to the context of the presentation. The visual aids include maps, pictures, diagrams, tables, posters, flip charts, slides, overhead projectors, blackboards etc. The audio aids include tape recorder and audio clips. The audio-visual aids may include video-cassettes and computer aided tools. The presentation with the use of audio-visuals must be augmented with the writings on the blackboard or whiteboard.

Audio-visual material has a stronger impact on the audience. It is vital for making effective presentation. It helps in clarifying the speaker's ideas and makes the presentation more illuminating. It also makes the presentation interesting leaving relatively permanent impact on the minds of the audience. The diagrams, charts, tables and pictures help the presenter to explain his/her point of view very clearly. The presenter must plan the use of audio-visuals well in advance. He/she should take care to avoid errors in the spelling and content. All the material should be prepared carefully and meticulously. The participants should be given the

printouts/ handouts at the beginning of the presentation. This will help the audience to raise focused queries at the end of the presentation.

It has been established that 11% of what we learn is through hearing, 83% through sight and the rest through the other three senses. Therefore, visual aids can make the presentation more effective. The audience usually feel stimulated and take more interest in what is being presented with the use of audio-visual aids. The explanation of a topic with the use of audio-visual aids can become more vivid and easily understandable. There are many ways of adding visuals in the presentation. Visuals must fit well in the presentation. They must be prepared carefully as an integral part of the presentation. They must be used to enhance a point with illustration or lay out the main points or to display a chart or graph which is referred in the presentation.

The use of audio-visuals can make the presentation more effective. Some of the often used aids are as below:

- **Blackboard/whiteboard:** The presentation which is given orally and with the help of computer aided devices should be supported with the writing on the blackboard/whiteboard. The presenter should write or draw important things on the board. He/she should be able to write quickly and legibly.
- **Overhead Projector (OHP):** Overhead projectors are used to present/display images on a wide screen. Transparent sheet can be printed with the graph, chart, diagram etc. and the same can be place on the top glass to project the image on the screen. The transparent sheets can be erased and reused for new presentations.
- **LCD and Computer:** LCD stands for Liquid Crystal Display. LCD projector is an electronic device. LCD projectors are more advanced image

presenters compared to the conventional OHPs. They are very useful for addressing large audience. They can be used with computer and video-record player to project high quality pictures on a wide screen. Presentation with the help of power point can be prepared on computer using graphics, charts, sound etc. and can be displayed on a wide screen using LCD projector. The other ICT devices such as speakers, power-point presenter etc. can be used to enhance presentation.

The presenter should take care of not making the presentation crammed with the use of audio-visual aids. He/she must use pictures and graphic description or dramatic narration to enliven the presentation by creating mental pictures in the minds of the audience. The presenter should keep the following things in mind while making use of visual aids in the presentation:

- i. There should be coordination between the speech and the use of visual aids.
- ii. The visual aids should be clearly visible and readable to all the participants.
- iii. The presenter can use a pointer to gain attention of the participants towards some important information or thing.
- iv. The presenter or speaker should take care of not obstructing the view of the visual to the participants in any way.
- v. The presenter should make use of simple visuals focusing the desired information of the presentation.
- vi. The visuals should not be crammed with so many details and unnecessary information.
- vii. The presenter or speaker should practice to write legibly and quickly on the blackboard/whiteboard.

- viii. The coordination between the speaker and the displayer is necessary to make the presentation effective.
- ix. The speaker can take the control of audio-visual aids in his/her own hands with the use of modern tools such as power-point presenter. The power-point presenter can help the presenter to proceed at his/her own speed.

#### **4.8.: Short Answer Questions**

1. Important aspects of effective presentation.
2. Outline of the Presentation.
3. Use of audio-visuals in the presentation.

#### **4.9.: Long Answer Questions**

1. Prepare a presentation following the outline on the topic of your choice.
2. Collect relevant material on the theme of “Personality Development” and make presentation with the help of power-point.

#### **4.10.: References for further study:**

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