# Communication Skills-II

## Diploma in Employability Skills
### (Second Semester)

## Centre for Distance and Online Education
### Maulana Azad National Urdu University
### Hyderabad-32, Telangana- India

**Communication Skills-II**
for
**Diploma in Employability Skills**
**2nd Semester**

(SLM Based on UGC CBCS)
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# Message

Maulana Azad National Urdu University (MANUU) was established in 1998 by an Act of the Parliament. It is a central university with NAAC accreditation and the mandate of the university is: (1) promotion of Urdu language, (2) accessibility and availability of professional and technical education in Urdu medium, (3) providing education through traditional and distance learning mode, and (4) a specific focus on women's education. These are the points that distinguish this central university from all other central universities and give it a unique feature. It has been emphasized even in the National Education Policy 2020 to achieve education in mother tongues and regional languages.

The very objective of promotion of knowledge through Urdu is meant to facilitate the accessibility of contemporary knowledge and disciplines to Urdu knowing community. For a long time, there has been a dearth of course material in Urdu. The non-availability of books in Urdu is a matter of concern and Urdu University considers it a privilege to be part of the national process of providing course material in mother tongue/home language as per the vision of NEP 2020. Further, the Urdu speaking community is at a disadvantage in gaining updated knowledge and information in emerging areas or newer knowledge in existing fields due to non-availability of reading material in Urdu. The unavailability of content related to the above domains of knowledge has created an atmosphere of apathy towards attaining knowledge that could significantly affect the intellectual abilities of the Urdu knowing community. These are the challenges that Urdu University is confronted with. The scenario of Self Learning Materials (SLM) is also not very different. The unavailability of course books in Urdu at school/college level comes under discussion at the commencement of every academic year. Since the medium of instruction of Urdu University is only Urdu and it offers almost all the courses of important disciplines, the preparation of books of all these subjects in Urdu is the most important responsibility of the University. To achieve these objectives, MANUU makes available course material in the form of Self Learning Material (SLM) to the students of Distance Learning. The same is also available for sale to anyone interested in gaining knowledge through Urdu. To further provide access to learning, eSLM in Urdu is available for free download from the University website.

I am immensely pleased that due to the hard work of the concerned faculty and full cooperation of the writers, the process of publications of books has begun on a massive scale. To facilitate the students of Distance Learning, the process of preparing and publication of Self Learning Material (SLM) is of paramount importance to the University. I believe that we will be able to meet the requirements of a large Urdu knowing community through our Self Learning Material and will fulfill the mandate of this University and justify our presence in this country.

With best wishes,


**Prof. Syed Ainul Hasan**
*Vice Chancellor*
MANUU, Hyderabad

# Message

In the present era, distance education is recognized as a very effective and useful mode of education all over the world and a large number of people are benefiting from this mode of education. Maulana Azad National Urdu University also introduced the distance learning mode since its establishment in view of the educational needs of the Urdu speaking population. Maulana Azad National Urdu University started in 1998 with the Directorate of Distance Education and the regular programmes commenced from 2004, and subsequently various departments have been established.

The UGC has played a vital role in efficiently regulating the education system in the country. Various programs running under Open and Distance Learning (ODL) mode at CDOE are approved by UGC-DEB. The UGC-DEB has emphasized on synchronizing the syllabi of distance and regular mode to enhance the level of distance learning students. Since Maulana Azad National Urdu University is a dual mode university catering to both distance and traditional mode of learning, to achieve its goal in line with the UGC-DEB guidelines, Choice Based Credit System (CBCS) was introduced and Self Learning Materials are being prepared afresh for UG and PG programmes containing 6 blocks with 24 units and 4 blocks with 16 units respectively.

The Centre for Distance and Online Education offers a total of seventeen (17) programmes comprising of UG, PG, B.Ed., Diploma, and Certificate programmes. Along with this, programmes based on technical skills are also being started. A huge network of nine Regional Centers (Bengaluru, Bhopal, Darbhanga, Delhi, Kolkata, Mumbai, Patna, Ranchi, and Srinagar) and six Sub-Regional Centers (Hyderabad, Lucknow, Jammu, Nooh, Varanasi, and Amravati) was established to facilitate the students. Apart from this, an extension center has also been established in Vijayawada. More than one hundred and sixty Learner Support Centres (LSCs) and twenty Programme Centres are run simultaneously under these Regional and Sub-Regional Centers to provide educational and administrative support to the students. The Centre for Distance and Online Education makes full use of ICT in its educational and administrative activities, and offers admission to all its programs through online mode only.

The soft copies of Self Learning Material (SLM) for students are made available on the website of the Centre for Distance and Online Education and the links of audio and video recordings are also made available on the website. In addition, facilities of E-mail and WhatsApp groups are being provided to the students through which the learners are informed about various aspects of the program such as course registration, assignments, counselling, examinations, etc. In addition to regular counseling, additional remedial online counseling is being provided from the last two years to improve the academic standards of the students.

It is expected that the Centre for Distance and Online Education will play a vital role to bring educationally and economically backward population into the mainstream of contemporary education. In near future, changes will be made in various programmes under the New Education Policy (NEP-2020) in view of the educational needs and it is hoped that this will help in making the Open and Distance Learning system more efficient and effective.


**Prof. Mohd Razaullah Khan**
*Director, Centre for Distance and Online Education*
MANUU, Hyderabad

# Introduction to the Course

In a constantly changing environment, having employability skills is an essential part of being able to meet the challenges of everyday life. The technology revolution has coincided with the tremendous shifts in world economies over the years, and these developments have an impact on home life, the workplace, and education. Students require new life skills, such as the capacity to deal with stress and frustration, in order to cope with the escalating pace and change of modern life. They also require IT skills, communication skills, and professional skills to be better equipped for job prospects along with their academic degree.

In the light of this, the Diploma in Employability Skills is an attempt in the direction to enable students/learners to cope with growing challenges and tests in their lives. The diploma programme is designed to give a sound knowledge of various skills so as to empower the prospective students for employment, apart from helping them prepare for competitive exams. It is spread over one year (two semesters) minimum duration. The objectives of the programme are as follows:

a. to improve one's capability to be fully self-aware by helping oneself to overcome all fears and insecurities for holistic development

b. to increase one's knowledge and responsiveness of emotional competency and emotional intelligence at place of study/work

c. to provide opportunity for realizing one's potential through practical experience

d. to develop interpersonal skills and adopt good leadership behaviour for empowerment of self and others

e. to set appropriate goals, manage stress and time effectively

f. to manage competency- mix at all levels for achieving excellence with ethics

g. to increase employability skills

At the end of the one-year diploma programme in Employability Skills, the learner would have mastered the skills for professional life. The learners would be able to appreciate communication and IT skills, understand the role of life skills and professional skills for entry into a job and for career growth. The one-year programme will prepare the learner for employment and career growth by developing their skills, apart from leading to refinement.

The course **"Communication Skills-II"** builds essential communication skills for personal, academic, and professional success. It covers self-introduction, ice-breaking, writing resumes, emails, and formal documents, as well as effective presentations and personal interactions. Divided into four blocks, it includes video lessons available on IMC MANUU's YouTube channel. Happy learning!

This SLM is supplemented by audio-video lessons. You may visit IMC MANUU YouTube channel http://youtube.com/u/imcmanuu for the complete list of AV lessons.

With you in your journey through CDOE, MANUU!

**Prof. Gulfishaan Habeeb**

Programme Coordinator

# Communication Skills-II

# Unit - 1: Introducing Oneself-Self Introduction and Other

**Structure**

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## 1.0   Introduction

Introduction is essential for our social and professional skills, whether we use it to introduce ourselves or others. Everyone, indeed, needs to learn how to introduce themselves properly. There are several ways to introduce something. In everyday communications, we typically introduce ourselves, others, and one another. For example, presenting oneself is crucial, and introducing others has a few formalities. A new consciousness or concept in its applications is also involved when two or more people are introduced to one another. When it comes time to make an introduction, you need to feel more assured. Let us try to understand how to prepare introductions of self, its advantages and introducing others using various illustrations in this unit.

## 1.1   Objectives

- To know how to give self-introduction.

- To familiarize with the importance of self-introduction.

- To know how to introduce others.

- To be able to explain the advantages self-introduction

- To know the difference between self-introduction and introducing others.

- To familiarize with some examples of both self-introduction and introducing others.

## 1.2 Introducing Oneself-Self Introduction and Other

**1.2.1 Meaning and Concept of Self-Introduction:**

The meaning of self-introduction is the process of introducing yourself to others. Usually it happens to us in a professional, personal and social situations. This is an important skill that will enhance you to have a good first impression and build a rapport with the person or group you are facing or involving. The introduction should begin in a well-mannered way. You may have a fantastic conversation and build a connection with someone by getting to know them psychologically and emotionally when you first introduce yourself. Once you can properly introduce yourself and others in social and business settings, your confidence will rise, and you will become relentless.

In any setting, the art of introduction is the key to bringing people together. Once you have mastered the ability, you may easily take on the role of host, whether in charge of hosting, participating in, or confronting an interview and in formal other situations as well. However, remember that having excellent integrated verbal and nonverbal association abilities will also help you succeed in hosting and attending interviews.

The most important thing to be aware of is that tension related to self-introduction seems normal and widespread. Usually, you will have all eyes and ears on you. There is a genuine possibility of becoming baffled, confused, etc. You may run across someone you do not know wherever you go for an interview. You should take advantage of these situations by introducing yourself, whether at a birthday party, a friend's house, or any networking event. Let's see a diagram and understand a self-introduction.

**1.2.2 Importance of Self –Introduction:**

Self-introduction does facilitate others to know about your identity, personality and other essential things associated to you. A good self-introduction should envelop all aspects of the person because it does create a positive sense on others to make better connections in the future**.** Here is some associated pertinence of it that can come from a good self-introduction:

- Self-introductions skill can be used in a variety of avenues, including job interviews, networking proceedings, public settings, and online exchanges.

- It does assist you to make an impressive first attention and kick off a conversation that could lead to important scope in the future in related opportunities.

- At social and public gatherings, self-introductions skill would be helped in cracking the opportunities and start a conversation with anywhere with confidence.

- If you are having a skill of doing friendly and engaging self-introduction, that will definitely boost you to have a remarkable friends circles, and also can be enlarged your social circle as well.

So, let's learn self-introduction and how to introduce you with confidence, tips and steps for introducing yourself in English.

**1.2.3 Self-introduction in an Educational Setting:**

A self-introduction in an educational setting is a brief presentation where an individual shares key information about themselves to an audience, such as classmates, teachers, or colleagues. It typically includes:

1. **Name**: Clearly stating one's name.

2. **Background**: A brief overview of academic background or professional experience relevant to the context.

3. **Current Role**: Information about current educational status, such as being a student, instructor, or researcher.

4. **Interests**: Sharing personal or academic interests, particularly those related to the subject matter or educational environment.

5. **Goals**: Mentioning aspirations or objectives, such as what one hopes to achieve in the course or through the educational experience.

This introduction serves to establish rapport, foster connections, and create a sense of community among participants.

**Fig. Self-introduction in an Educational Setting**

**1.2.4 Tips for an Effective Self-introduction:**

It is crucial to remember a few fundamental guidelines when making an introduction. By having clarity on the major following concepts will help you to make a good self-introduction. Some components are crucial in making an impressive self-introduction. Your mood, emotions, dressing sense, how much you are aware of the situation, avenues, zone etc.

**a) Your Body Language:**

Be mindful of your body language at all times. Make sure to shake hands, keep eye contact, smile, speak clearly, and adopt proper posture whenever you meet someone new.

**b) Always be ready:**

Being ready is always a good idea because you never know when you might need to introduce yourself. It could come up at a meeting, during an interview, or when you encounter someone new. However, avoid mugging up every sentence since that may come across as overly robotic.

**c) Always wear dress nicely:**

Whether interviewing or meeting someone for the first time, it is vital to always look your best. It will let the other person know you are nice and know how to talk to people.

After knowing the effective way of doing self-introduction, let us try to understand the advantages in professional and personal endeavours.

## 1.2.5 Advantages of Good Self –Introduction:

Advantages of knowing how to introduce oneself in your professional as well as personal life.

- Helps to have a remarkable first impression.
- Facilitates to have an overwhelming interpersonal connection.
- Empower empathy and trust.
- Leads to have positive communication.
- Promotes self-confidence and intrinsic motivation.
- Bounds a professional and a personal identity.
- Trigger a sense of acknowledgement.

## 1.2.6 Introducing Others:

Introducing someone to others is very regular in our everyday life both in personal and professional arena of life. In fact, it is more than just telling someone another person's name and qualification but there is basic thing embedded in that is a connection between the people and eventually it allows the way for new relationship**.** Every time you introduce someone, what you are obviously doing is that you are basically branding them for others in some way. If this helps to have some pressure, it is fairly correct. That is why it is always so imperative to be careful of how you will introduce others all the time. Here are some tips to follow important steps when introducing people irrespective of the context or the level of formality, their educational background etc.

To do a great others introduction, follow these steps:

- You should politely give details about the person to whom you are introducing him or her.
- Tell them why you are here. Tell them what you're looking for.
- You must allow them to start a conversation and create an opportunity to know each other.
- Expressions of yours while introducing should vary according to the context whether it is formal or informal.

After informing the parties of your intention to make an introduction, precisely state the name of the person you are introducing. Most of the time, this is the younger person with a lower

rank or who you need to learn more. Name each person starting with the highest rank and working your way down if you introduce more than two people to each other.

It will usually be someone junior to you or someone who has known you for a long time. The polite way to begin an introduction is by addressing the other person by their name. If you are introducing others and don't know their name, you can use some other formalities as well. The following assertion you make ought to pass your expectation or reason on to acquaint the two persons with one another. You can typically use the following statements to signal to others that you are making an introduction: examples include

| "I would like you to meet..." |
| "It is indeed a pleasure to introduce you..." |
| "I would like to introduce..." |
| "I would like to present..." |
| "May I introduce..." |
| "May I present..." |
| "This is..." |
| "My name is..." |

The individuals you are introducing and the setting in which the introduction is taking place may influence the statement and words you select for the introduction. The assertion you decide to use at this stage might change given the individuals you are introducing and the setting where the presentation happens. Subsequently provide both parties with information about one another that makes it easier to connect with them or start a conversation. You can use information like the parties' shared interests, your relationship, or how long you have known each other.

Additionally, keep in mind the following suggestions:

- When introducing people, use first and last names more formally.
- It's generally helpful to convey somewhat more data about the individuals you introduce.
- Smile. This is typical in that people always respond favorably to a friendly smile.
- Ensure that you do not interrupt the introduction before it is finished.
- After the introduction, you can continue to call the person a Mr. or Ms. unless you have been permitted to use their first name.

- Sometimes, reintroductions may be helpful to those who constantly struggle to remember a name.
- Don't overlook to use your first and last name when introducing yourself.
- Make the most of Introduction openings in the best manner.
- Meeting someone new is like opening a gift.

## 1.2.7 Tips to Introduce Others:

Here are several common tips to keep in mind or to take after when doing an introduction on most occasions:

- Mention the names correctly, it gives a clear kind of respect.
- Create eye contact with both parties. First, start making eye contact with the primary individual you are talking to, and after that, turn and make eye contact with the other person as you finish the introduction.
- Talk gradually and clearly as this continuously makes it more remarkable for the individuals you present to comprehend and remember each other's names and the details you convey to almost every party. It is typically basic to form beyond any doubt that each person's title is spelled accurately when making an introduction.
- Once you present yourself to somebody you meet for the first time, expand a handshake.
- Use title according to the situation and person.
- Give contextual information if require.
- Be Calm and cool all the way in the process of communication

## 1.2.8 Difference Between Self-introduction and Introducing Others:

The difference between the both can be seen clearly as given below:

| SELF INTRODUCING | INTRODUCING OTHERS |
|---|---|
| Hello, I'm Muhsin | Jeelani, please meet Raheem |
| I'm from Kerala | Raseela have you met Nafisa ? |
| My name is Khalid | I would like you to meet Azad |
| I am……… | I would like to introduce you to Saleem. |
| Nice to meet you……. | Hidayath, this is Ansar. Ansar this is |
| Let me introduce myself, I'm Khalid | Hidayath |
| I would like to introduce……….. | |

Your required responses can be something like this:

```
                                    ┌──── Nice to meet you

                                    ├──── Pleased to meet you

QIURED RESPONSE ────────────────────┼──── Good to meet you

                                    ├──── How do you do?

                                    └──── Happy to meet you
```
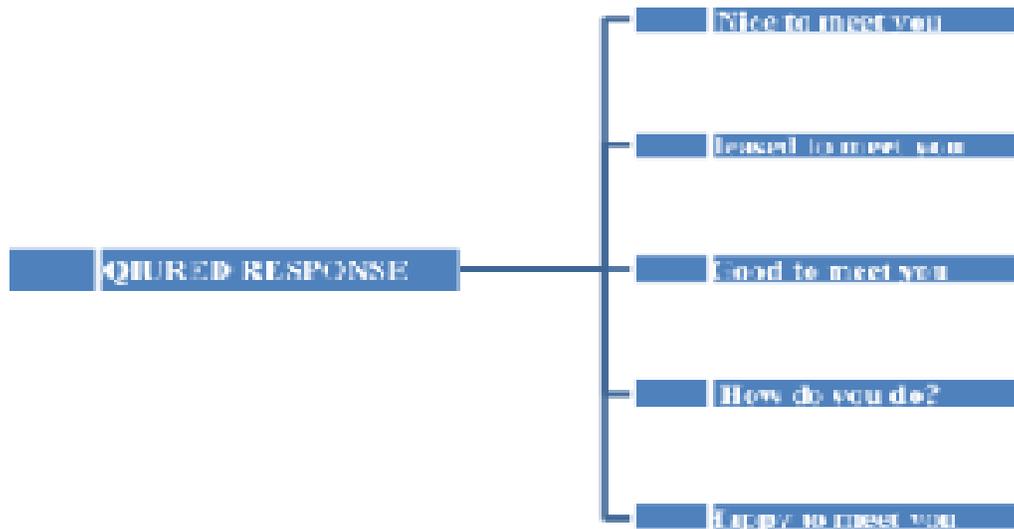
It can be concluded that introduction is crucial for social and professional skills, and everyone needs to learn how to introduce themselves and others properly. Presenting oneself and introducing others in everyday communication involves formalities and new concepts. Introductions should be polite and psychologically and emotionally intimate to build connections. Mastering the art of introduction can lead to confidence and success in social and professional settings. Mastering this skill allows you to host events, participate in interviews, and manage verbal and nonverbal associations, making you unstoppable.

To make a polite introduction, address the person by their name, usually a junior or long-time acquaintance. Follow these steps: introduce yourself, explain your purpose, name, and why you are there, clearly state their role, and provide as much or as little information as needed. Name each person starting with the highest rank and working your way down if introducing multiple people. To create a successful introduction, follow these tips: Know whom you are presenting to and whom you are introducing. Make eye contact with parties, starting with the main person and then turning. Talk slowly and clearly, ensuring each person's name is correctly spelled.

## 1.3 Learning Outcomes

- Students learned how to do self-introduction
- Students learned how to do other's introduction
- Students learned how to do best self-introduction using suggested advices.

● Students learned the difference between self-introduction and introducing others

## 1.4  Glossary

**Self-introduction:**    Giving our own introduction

**Introducing others:**  Giving introduction about others

**Handshake:**          One of the greeting forms

**Skill:**        The ability to do something well

**Social Norms:**        The behavior that exists in a society

## 1.5  Sample Questions

**1.5.1 Objective Questions:**

1. Self-Introduction is important for our _____ skills.

> (a) Emotional        (b) Personal
>
> (c) Psychological    **(d) Social and professional**

2. The introduction should begin in a _____ way.

> (a) Sad            (b) Unsmiling
>
> (c) Without looking    **(d) Well-mannered way**

3. Once you can properly introduce yourself and others in social and business settings _____.

> (a) Your confidence will be down
>
> (b) Your business will not develop
>
> **(c) Your confidence will rise, and you will become relentless**
>
> (d) Your income will decrease

4. The most important thing to be aware of is the tension related to self-introduction.

> **(a) Normal and widespread** (b) Uncommon
>
> (c) Rare                (d) Not

5. You can continue to call the person a Mr. or Ms _____.

> **(a) Unless you have been permitted to use their first name**
>
> (b) As your wish
>
> (c) Permission is not required

(d) Any time

6. Tension _____ in self-introduction

    (a) Rare          **(b) Common**

    (c) Not Found          (d) Unusual

7. Shake hands is very _____ in an introduction

    (a) Unimportant          (b) Not related

    **(c) Very important**          (d) Not effective

8. Keeping eye contact is necessary in _____.

    **(a) Self-introduction**          (b) Writing

    (c) Listening          (d) Composing

9. What is the method of formally introducing 'oneself' called?

    **(a) Self-introduction**          (b) Interviewing

    (c) Leading          (d) Smiling

10. The most normally asked question in an interview is _____.

    (a) Your Food Habit          **(b) Tell Me about Yourself**

    (c) Where Do Parents Live?     (d) Your Parent's Qualifications

**1.5.2 Short Answer Questions:**

1. Why do we feel baffled when we do self-introduction?

2. How can self-introduction be started?

3. What is the meaning of body language?

4. Is good dressing important in introducing others?

5. Is tension common in self-introduction?

**1.5.3 Long Answer Questions:**

1. Describe self-introduction with examples

2. Why is self-introduction significant for social and professional development?

3. Define the term 'introducing others' and discuss its importance with examples.

## 1.6   Suggested Learning Resources

1. Agnihotri, R.K. and Khanna, A.L. (1996). Grammar in context. New Delhi: Cambridge University Press.

2. Craven, M. (2008). Real listening and speaking. Cambridge: Cambridge University Press.

3. Cole, V. (2012) Introduction Study Skills, United Kingdom. Macmillan

4. Cook, G, Guy (1989). Discourse, Oxford University Press, Great Clarendon Street, OxfordOX2 6DP

5. Driscoll, L. (2008).Real speaking. Cambridge: Cambridge University Press.

6. Dr. S. Abdul Jabbar (2020) An introduction to Communicate English, Lambert Academic Publishing.

7. Dr. S. Abdul Jabbar (2020) Pedagogy of English, Lambert Academic Publishing

8. Lizzy Jones (2020) Self-introduction how to answer Tell me about you, Rediff Publishing.

# Unit - 2: Ice-Breaking Activity

## Structure

**2.0** Introduction
**2.1** Objectives
**2.2** What is an Icebreaking Activity?
    **2.2.1** Why carry out icebreakers?
    **2.2.2** Things to keep in mind before carrying out icebreakers:
    **2.2.3** How to Begin Using Icebreakers
    **2.2.4** Some Icebreaking Activities
    **2.2.5** Types of Icebreakers
    **2.2.6** Significance of Icebreakers
    **2.2.7** Summary
**2.3** Learning Outcomes
**2.4** Glossary
**2.5** Sample Questions
**2.6** Suggested Learning Resources

## 2.0 Introduction

Icebreaking activities are strategies used to promote social interaction and create a comfortable environment within a group, especially when individuals are unfamiliar with each other. The purpose is to break down initial barriers, reduce tension, and encourage camaraderie. Whether applied in a professional, educational, or social setting, these activities are effective in building connections and fostering a positive atmosphere. The term "icebreaking" symbolizes overcoming the initial awkwardness that can arise in new or unfamiliar group situations. Typically implemented at the start of meetings, workshops, training sessions, or team-building events, icebreakers encourage participants to engage with one another in a light-hearted and open manner.

Icebreaking activities vary in form, including name games, team-building exercises, and creative challenges. The primary aim is to create a relaxed and friendly atmosphere, making individuals feel more at ease and open to collaboration. Additionally, icebreakers can be a useful way to introduce and emphasize key concepts, goals, or themes relevant to the gathering. When planning icebreaking activities, it's crucial to consider the specific context, goals of the event,

and participants' preferences and comfort levels. Well-designed icebreakers can establish a positive tone for the gathering, helping to build connections and foster a sense of unity within the group.

## 2.1  Objectives

After going through this unit, learners will be able to-
- understand the concept of icebreaking activity
- recognize the need and significance of icebreaking activity
- apply precautions and considerations before carrying out the icebreaking activity
- select and design effective icebreaking Activities
- facilitate Icebreaking Activities

## 2.2  What is an Icebreaking Activity?

An icebreaker activity is a game or activity used to greet guests and start a conversation in a meeting, team-building exercise, training class, or other setting. An icebreaker can be used at any occasion where participants must feel at ease interacting with one another and a facilitator. Icebreakers are important for events where people need to communicate comfortably. These activities break down workplace barriers like hierarchy, job titles, and department divisions. Icebreakers are beneficial, especially when participants are unfamiliar with each other. However, they can also be effective in creating a positive atmosphere for employees who already know each other. These activities encourage conversation, bring about laughter, and establish an initial sense of comfort, particularly useful when participants come from different departments or hold varying positions within the organization.

**2.2.1 Why carry out icebreakers?:**

Icebreaking activities serve several essential purposes:

**1. Fostering a Positive Environment:** Icebreakers are utilized to create a positive and inclusive atmosphere at the outset of a group gathering. This contributes to a friendly setting, encouraging participants to feel more at ease and open.

**2. Easing Initial Stress:** In situations where people are unfamiliar with each other, there can be an initial tension or awkwardness. Icebreakers aim to dismantle these initial barriers, facilitating smoother interactions among participants.

**3. Cultivating Social Bonding:** These activities promote social interaction, allowing individuals to acquaint themselves with one another on a personal level. This is particularly crucial in scenarios where team members or participants are working together for the first time.

**4. Strengthening Team Dynamics:** Icebreakers contribute to team cohesion and cooperation, fostering collaboration, effective communication, and a sense of unity among team members.

**5. Injecting Energy:** Icebreakers inject vitality and enthusiasm into a group, making them especially beneficial at the beginning of meetings or training sessions to engage participants and create a dynamic atmosphere.

**6. Introducing and Reinforcing Concepts:** Some icebreakers are designed not only to break the ice but also to introduce and reinforce specific concepts, goals, or themes relevant to the event.

**7. Facilitating Learning:** In educational contexts, icebreaking activities can create a conducive and positive learning environment, helping students feel more comfortable and engaged in the learning process.

**8. Cultivating Creativity and Collaboration:** Certain icebreakers involve creative or problem-solving elements, encouraging innovative thinking and collaborative efforts among participants.

**2.2.2 Things to keep in mind before carrying out icebreakers:**

- what are the objectives of using an icebreaker? do you wish to introduce the course material in an interesting way or set the tone for the learning community?
- when creating your icebreaker, consider the barrier you want to overcome.
- if you're gathering people with similar interests, the "ice" might simply be that they haven't met yet.
- if you're assembling individuals from different positions in your organization for an open discussion, the "ice" may arise from the varying status among participants.
- when bringing together people with diverse backgrounds, cultures, and perspectives for community work, the "ice" could be the perceptions they have of each other.
- handle these differences with care and concentrate only on what matters for your event.
- as you proceed with designing and facilitating the event, it's most effective to highlight similarities, like a shared interest in the event's success.

- when selecting or creating an activity, keep your target audience in mind. this covers the number of participants in the group, their demographics, their knowledge levels, how well they know one another, why they are in your class, and more.
- plan out the task in advance and make the necessary adjustments.
- not everything that is planned for an icebreaker works out. building a supportive and transparent learning environment involves being adaptable and eager to learn.

### 2.2.3 How to Begin Using Icebreakers:

Organizing an icebreaker exercise in the classroom might be made easier with the help of these pointers.

- present the activity to the group and give the rationale behind its use.
- pose light-hearted and amusing questions.
- organize speedy introductions for quick connections.
- decide on a signal-like ringing a bell, clapping, or turning out the lights-for when the activity is done.
- assist participants with finding a partner; but, don't expect that everyone will click right away because some participants may be more introverted than others, some may be resistive.
- name the participants who will go first, such as the one whose birthday is closest to today's date or the one with the longest hair (make it a fun).
- during the debrief, invite a few pairs to tell the group anything they learned about their partner or something they found they had in common.

### 2.2.4 Some Icebreaking Activities:

Here are a few examples of enjoyable icebreakers to initiate conversations in various type of groups:

### 1. Share Your Personal Favourites with the Group:

**How it Works:** Participants take turns sharing their favourite movies, books, travel destinations, or any other personal favourites with the group. This activity helps individuals connect on a personal level, find common interests, and initiate conversations beyond the immediate setting. Example, sharing favourite travel destinations; it often leads to interesting stories and travel tips from others.

**2. List Five of Anything Interesting:**

**How it Works:** Participants create a list of five interesting things about themselves, such as hobbies, achievements, or experiences, and then share it with the group. This activity encourages self-expression and provides insights into each participant's unique qualities, fostering a sense of individuality within the group. Example, listing five interesting books I've read sparks engaging conversations about literature preferences.

**3. Discover Ten Things in Common Among Participants:**

**How it Works:** Participants pair up and try to discover ten things they have in common with each other. They then share these commonalities with the larger group. This activity promotes active communication, collaboration, and the discovery of shared interests, fostering connections among participants. Example, finding ten commonalities with a partner often leads to surprising connections and shared experiences.

**4. Shuffle the Group Using Numbered Plates for a Mix-up Activity:**

**How it Works:** Participants are given numbered plates upon entering the room. At various points, a designated number is called, and individuals with that number must find a new group to join. This dynamic activity encourages participants to interact with different people, break into new conversations, and diversify their social connections. The unpredictability of this activity adds to the opportunity to meet a variety of people throughout the session.

**5. Two Truths and a Lie:**

**How it Works:** Each participant shares three statements about themselves—two true and one false. The group then guesses which statement is the lie. This game adds an element of fun and intrigue while allowing participants to learn more about each other in a light-hearted way. Participants appreciate the element of surprise and the laughter that ensues as people try to guess the cleverly disguised lies.

**6. Respond to Unusual Questions:**

**How it Works:** Participants are asked unique or unexpected questions, and they take turns responding. The questions could be light-hearted, thought-provoking, or quirky. This activity encourages creativity, spontaneity, and reveals unique aspects of each participant's personality. For example, "If you could have dinner with any fictional character, who would it be and why?"

**7. Identify and Share five Personal Favourites:**

**How it Works:** Participants compile a list of five personal favourites, such as movies, songs, foods, etc., and share them with the group. This activity promotes self-expression, helps

participants discover common interests, and sparks conversations beyond the immediate context. For example, favourite movie, book, vacation spot, food, hobby, etc.

**8. Take a Stand on Certain Topics:**

**How it Works:** Participants physically position themselves along a spectrum or line to indicate their stance on various topics. This could be done figuratively if an actual physical stand is not possible. This activity encourages participants to express their opinions, understand diverse perspectives, and promotes healthy discussion. For example, Agree/Disagree with a controversial statement, preference for certain styles or approaches, etc.

**9. Choose Just One Word to Describe Yourself or a Topic:**

**How it Works:** Participants pick one word to describe themselves or a given topic, and then share their choices with the group. This activity encourages participants to distil complex ideas or self-concepts into a single, meaningful word, fostering succinct communication. For example, resilient, adventurous, collaborative, innovative, etc.

**10. Explore Team-Building Questions to Strengthen Group Dynamics:**

**How it Works:** Participants answer team-building questions designed to promote collaboration, trust, and understanding within the group. This activity enhances team dynamics, improves communication, and strengthens the connections between participants. For example, "what strengths do you bring to a team, and how can they benefit the group?"

**When to use Ice Breaking activity?**

It's advisable to use icebreakers when:
- people are from different backgrounds.
- quick bonding is needed for a common goal.
- your team is new.
- the topics are new to many.
- you want to get to know participants and vice versa.

**2.2.5 Types of Icebreakers:**

There are different types of Icebreakers. We will discuss two of them here. These icebreaking activities contribute to creating a positive, interactive, and engaging environment, setting the stage for successful collaboration and communication within the group. Icebreakers are aptly named for their role in "breaking the ice" at events or meetings. This technique is particularly valuable when individuals, who may not typically collaborate or are unfamiliar with one another, gather for a shared purpose.

**1. Introductory Icebreakers:**

Introductory icebreakers serve to familiarize participants with each other and promote conversation. Here are a few examples:

**1. The Little-Known Fact:** Participants share their name, department or role, length of service, and one lesser-known fact about themselves. This personal touch helps humanize interactions and bridges differences like grade or status.

**2. True or False:** Participants introduce themselves and make several statements, one of which is false. The group then votes on which statement they believe is untrue. This not only reveals personal details but also encourages group interaction.

**3. Interviews:** Participants pair up and take turns interviewing each other for a set time. When the group reconvenes, each person introduces their partner to the rest of the group, fostering individual connections within the larger group.

**4. Problem Solvers:** Participants work in small groups to solve a simple problem scenario within a limited time. After analysing the problem and preparing their feedback, each group presents their analysis and solutions to the entire group. This encourages teamwork and problem-solving skills.

**2. Team-Building Ice Breakers:**

Team-Building Ice Breakers are employed to unite individuals in the initial stages of team building, fostering collaboration towards common goals or plans.

**1. The Human Web:** The facilitator begins with a ball of yarn, keeping one end, and passes it to a participant who introduces themselves and their role. The ball is then passed to another person, and the process continues. Each person describes their relationship or expected connection with the next. To highlight interdependencies, the facilitator pulls on the starting thread, causing everyone's hands to move.

**2. Ball Challenge:** Participants form a circle, and each person announces their name before throwing a ball across the circle to someone else. The initial throws are to those whose names are already known. After everyone has thrown the ball, a timed challenge is set to pass it around the group as quickly as possible. As the challenge progresses, the team learns to optimize their process, fostering teamwork.

**3. Hopes, Fears, and Expectations:** Ideal for teams with a good understanding of their challenge, participants are grouped into twos or threes. They discuss expectations, fears, and hopes for the upcoming event or work. The facilitator gathers responses by compiling three to

four hopes, fears, and expectations from each group. This exercise promotes open communication within the team.

### 2.2.6 Significance of Icebreakers:

Icebreaking activity has its own importance, this activity-

- creates a welcoming and informal atmosphere as a prelude to formal learning.
- puts participants in a relaxed and positive state of mind.
- diminishes cliques within the group, fostering inclusivity.
- establishes a non-threatening environment, fostering laughter and reducing tensions.
- facilitates the process of getting acquainted, promoting genuine communication.
- encourages self-disclosure and self-discovery among participants.
- improves relationships among various stakeholders
- boosts productivity in the organization
- creates lively atmosphere within a team

### 2.2.7 Summary:

In this unit we have discussed the significance, purposes, and considerations associated with icebreaker activities in various group settings such as meetings, team-building exercises, or training sessions. We also emphasized the role of icebreakers in fostering a positive environment, easing initial stress, cultivating social bonding, strengthening team dynamics, injecting energy, introducing and reinforcing concepts, facilitating learning, and promoting creativity and collaboration. We further explored practical considerations before conducting icebreakers and discussed examples of such activities. Additionally, we understood the importance of selecting appropriate icebreakers based on the specific objectives, participant demographics, and the context of the gathering. The overall goal of icebreakers is to create a comfortable and engaging atmosphere, breaking down barriers and encouraging effective communication and collaboration within the group.

## 2.3   Learning Outcomes

Upon the completion of this unit, learners are able to:

- understand the concept of icebreaking activity
- recognize the need and significance of icebreaking activity
- skilled in selecting and designing effective icebreaking activities

- prepared to facilitate icebreaking activities

## 2.4 Glossary

**Icebreaker:** A game or activity designed to start conversation and promote interaction among participants in various group settings.

**Facilitator:** An individual responsible for guiding and lead group activities, ensuring a smooth and conducive interaction among participants.

**Cohesion:** The degree of togetherness and unity within a group, often achieved through activities like icebreakers that strengthen interpersonal relationships.

**Inclusivity:** The practice of ensuring that all individuals, regardless of differences, feel welcomed and involved in group activities.

**Debrief:** A post-activity discussion or analysis where participants reflect on their experiences, learnings, and observations.

**Spectrum:** A range or scale along which participants may position themselves physically or figuratively, indicating their opinion on various topics.

**Spontaneity:** The quality of being impulsive or acting without prior planning, encouraged in some icebreaking activities to foster creativity.

**Cliques:** Small, exclusive groups within a larger social setting, often broken down by common interests or shared characteristics.

**Interdependencies:** Mutual reliance and connections among individuals highlighted in icebreaking activities like the "Human Web."

**Non-threatening:** Creating an environment that avoids intimidation or fear, contributing to open communication and a relaxed atmosphere during icebreakers.

## 2.5 Sample Questions

### 2.5.1 Objective Questions:

1. What is the primary purpose of using icebreakers in group settings?

    (a) To start a game

    (b) To reduce costs

    (c) To create a positive and inclusive atmosphere

(d) To introduce complex theories

2. Which of the following is not mentioned as a benefit of icebreaking activities?

   (a) Strengthening team dynamics

   (b) Promoting individual work over teamwork

   (c) Easing initial stress

   (d) Injecting energy into a group

3. When should you consider using icebreaking activities?

   (a) When people are already comfortable with each other

   (b) When participants come from different backgrounds

   (c) When the team is experienced and cohesive

   (d) When the facilitator prefers not to engage participants

4. Which of the following is an example of an introductory icebreaker?

   (a) The Human Web

   (b) The Little-Known Fact

   (c) Ball Challenge

   (d) Hopes, Fears, and Expectations

5. What should facilitators consider when designing an icebreaker?

   (a) The cost of the activity

   (b) The number of participants and their demographics

   (c) The availability of technical equipment

   (d) The preferred outcome of the facilitator

6. Which activity involves participants identifying things they have in common with each other?

   (a) Discover Ten Things in Common

   (b) Two Truths and a Lie

   (c) Share Your Personal Favourites

   (d) Take a Stand on Certain Topics

7. Which of the following icebreaking activities is most likely to foster team collaboration?

   (a) The Human Web

   (b) Two Truths and a Lie

   (c) Share Your Personal Favourites

   (d) Respond to Unusual Questions

8. Which of the following is a key consideration before conducting icebreakers?

(a) Creating a barrier between participants

(b) Identifying the facilitator's personal objectives

(c) Handling participant differences with care

(d) Focusing on individual interests over group interests

9. What type of icebreaker is "True or False"?

(a) Problem-Solving Icebreaker

(b) Team-Building Icebreaker

(c) Introductory Icebreaker

(d) Energy-Injection Icebreaker

10. Which of the following statements about icebreakers is true?

(a) Icebreakers are only beneficial for new teams

(b) Icebreakers diminish cliques within a group, fostering inclusivity

(c) Icebreakers are mainly used for formal introductions

(d) Icebreakers create a competitive environment to boost productivity

**2.5.2 Short Answer Questions:**

1. Explain one purpose of icebreakers in the context of team-building.

2. What is the significance of introducing icebreakers in educational settings?

3. Describe the role of spontaneity in icebreaking activities.

4. How do icebreakers address the issue of hierarchy and job titles in the workplace?

5. What is the purpose of the "Shuffle the Group Using Numbered Plates" icebreaker?

**2.5.3 Long Answer Questions:**

1. Discuss three essential purposes served by icebreaking activities in a group setting.

2. Examine the considerations that should be kept in mind before carrying out icebreakers.

3. Illustrate the significance of icebreakers in creating a positive and inclusive atmosphere at the beginning of a group gathering.

## 2.6  Suggested Learning Resources

1. Chlup, D. T., & Collins, T. E. (2010). Breaking the ice: Using icebreakers and re-energizers with adult learners. Adult Learning, 21(3-4), 34-39.

2. Dennis Patrick Dressel (2020) Breaking the Ice to Build Relationships: Using Icebreakers to Create New Relationships, Promote Emotional Safety, and Incorporate Social and Emotional Learning, Journal of Physical Education, Recreation & Dance, 91:5, 51-54, DOI: 10.1080/07303084.2020.1739434

3. Eggleston, T., & Smith, G. (2004). Building community in the classroom through ice-breakers and parting ways. Office of Teaching Resources in Psychology Online. Retrieved from http://teachpsych.org/resources/Documents/otrp/resources/eggleston04.pdf.

4. Nancy Piedra & Jiling Liu. (2022) Effective Icebreakers for Secondary Physical Education Classes. Strategies 35:6, pages 41-43.

5. Pouya Bahrami, Denice Blanco, Hannah Thetford, Li Ye & Julia Y. K. Chan. (2023) Capturing Student and Instructor Experiences, Perceptions, and Reflections on Remote Learning and Teaching in Introductory Chemistry Courses During COVID-19. Journal of College Science Teaching 52:6, pages 6-14.

6. West, E. (1999). The big book of icebreakers: Quick, fun activities for energizing meetings and workshops. New York, NY: McGraw-Hill.

# Unit - 3: Just a Minute

**Structure**

**3.0** Introduction
**3.1** Objectives
**3.2** Importance of Ice Breaking Skills
    **3.2.1** Introduction Games
    **3.2.2** Team-building Exercises
    **3.2.3** Group Discussions
    **3.2.4** Energizers
**3.3** Learning Outcomes
**3.4** Glossary
**3.5** Sample Questions
**3.6** Suggested Learning Resources

## 3.0   Introduction

You have already learned the importance of communication in our daily lives. It is through communication that we share our ideas, thoughts, and feelings with someone else. To make our communication effective, we have to master certain aspects, like mastery over the subject matter and ways of communicating. Like the subject matter of communication, it's also important to decide how to communicate, where to communicate, when to communicate, and to whom to communicate. The same message may have different effects based on the mental state of either the communicator or the receiver. Knowing the receiver or the audience is an important factor in making communication effective and fruitful. In this unit, we are going to learn about ice breaking skills, which play a key role in making people closer and enhancing effective communication. Etymologically, it refers to clearing the way for boats or ships in a frozen waterway. Metaphorically, it implies the action of breaking the barriers or obstacles to smooth communication with an unfamiliar group or establishing a rapport with unfamiliar people, and is just like breaking the initial coldness or reservation in a formal discussion. For ice breaking, activities are designed to ease tension and create a comfortable and relaxed atmosphere in a social or professional setting, especially when individuals are meeting for the first time or

working together for the first time. Here, in this unit, let's familiarise ourselves with some activities through which we can master the ice breaking skills.

## 3.1   Objectives

The present unit is aimed at helping you know and practice the ice breaking skills. After learning this unit, you will be able to:

- Realise the need for ice breaking skills in communication.
- Internalise the need for ice breaking skills in communication.
- Differentiate various types of ice breaking activities used in communication.
- Identify specific abilities required in ice breaking skills.
- Develop the capacities required for ice breaking skills in communication.
- Apply the ice breaking skills in communication according to the situation.

## 3.2   Importance of Ice Breaking Skills

Ice breaking skills are essential tools for individuals seeking to create a welcoming and inclusive atmosphere in various social or professional settings. These skills are particularly valuable when people are meeting for the first time, joining a new team, or engaging in group activities for the first time. The primary objective of ice breaking skills is to break down initial barriers, alleviate tension, and facilitate open communication. These skills help the individuals promote interaction, build rapport, create a positive environment, enhance proper communication, and alleviate tension or nervousness among the members of that group. Effective ice breaking skills are not only beneficial in social settings but also valuable in professional contexts, team dynamics, and leadership roles. Cultivating these skills contributes to creating a positive and cohesive environment where individuals feel comfortable, valued, and eager to collaborate. Whether in a casual gathering or a formal meeting, mastering ice breaking skills enhances one's ability to navigate social interactions with confidence and grace. In group settings, such as team-building workshops or corporate training, ice-breaking sessions contribute to building positive team dynamics. They foster collaboration, trust, and a sense of unity among team members. Ice-breaking skills help individuals break down social, cultural, or hierarchical barriers that may exist within a group. These skills promote inclusivity and create an equal level

of playing field for all participants. They also set a positive and optimistic tone, which can have a lasting impact on the participants' overall experience. Now let's know some activities through which we can achieve mastery in ice breaking skills.

*Check your Progress*

1. Can you describe why ice breaking skills are important in communication?

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### 3.2.1 Introduction Games:

Introduction games provide a chance to all the members of a group to introduce themselves to others. Instead of formally introducing oneself to others, any games or activities will be carried out through which the process of introduction can be done. Introduction games are an excellent way to break the hesitation and create a positive and interactive atmosphere in a social setting. These games help participants get to know each other, build rapport, and set a friendly tone with the other group members. These games not only break the reservation but also contribute to a positive and collaborative learning environment for interaction. Let's learn some introduction games.

**a.** Two Truths and a Lie

This is a game in which each participant has to share three statements about themselves- two true and one false. The rest of the group then guesses which statement is wrong about him/ her. This game is not only fun but also a great way for participants to learn interesting facts about each other. The same game can be played with two false statements and one true statement in another group and asking the members to identify the truth about the person.

**b.** Human Bingo

**c.** This is a game in which the group members create bingo cards describing personality traits or characteristics of others (e.g., has travelled to more than five countries, speaks more than two languages, sings well, writes poetry, etc.). Participants will be asked to come forward and take one card. He has to find the individuals who match the descriptions to fill in their bingo cards.

**d.** Name That Fact

In this game, each participant writes down an interesting fact about himself/ herself on a small piece of paper without mentioning their name. The papers are collected, shuffled, and redistributed. Participants take turns reading the facts aloud and guessing the person who belongs to the fact.

**e.** Memory Line

While playing this game, participants are asked to stand in a line, and each person takes turns sharing a memorable experience or fact about himself/ herself. This creates a literal and figurative 'memory line' that allows everyone to learn more about their colleagues.

**f.** Speed Networking

Here, the participants set up a structured speed networking session in which they pair up for brief introductions. After a short conversation, they rotate into other pairs to form a new pair and meet someone new. This helps break the hesitation quickly, familiarize each other, and facilitate multiple connections.

**g.** Personal Timeline

In this game, participants create a visual timeline of significant events in their lives using drawings or symbols. They then share their timelines turn by turn with the group, providing insights into their personal and professional journeys.

**h.** Skittle Game

Participants grab a handful of candies or Skittles of different colours. Each colour corresponds to a specific question (e.g., my hobby, favourite sport/ game, favourite dish, favourite fruit, dream vacation, favourite author, actor, etc.). Participants share their responses based on the colours they have.

**i.** Interview Pairs

In this game, participants pair up and interview each other for a few minutes, through which they learn about each other's background, interests, strengths, achievements, and experiences. Afterward, each person introduces their partner to the larger group.

**j.** Emoji Ice breaker

Here, the participants are asked to choose an emoji that represents their mood or a recent experience. They share their chosen emoji with the group and explain why they picked it, fostering a light-hearted and creative introduction.

**k.** Group Juggle

In this game, all the participants stand in a circle and pass around a soft object, like a ball or stuffed animal toy. As they pass the object, they share a brief introduction or fun fact. The challenge is to remember everyone's name and facts as the object circulates.

1. What is the interview pairs' activity? Practice it in a group and write down your observations.

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### 3.2.2 Team-building Exercises:

Team-building exercises are an excellent way to foster collaboration, improve communication, and build a positive team dynamic. When used for ice breaking sessions, these activities help team members get to know each other in a relaxed and enjoyable setting. Here are some team-building exercises that work well for ice breaking:

a. The Human Knot

This is an exercise in which participants stand in a circle, and each person grabs the right hand of another person standing across him/ her but not the adjacent one. This activity is repeated for the left hand as well. The challenge is to untangle the human knot without letting go of each other's hands. This activity encourages teamwork, communication, and problem-solving.

b. Escape Room Challenge

In this exercise, a virtual or physical escape room challenge will be created where team members work together to solve puzzles and complete tasks within a specified time. This fosters collaboration, critical thinking, and a sense of shared achievement.

c. Minefield

This is an exercise in which the trainer sets up an obstacle with objects representing 'mines' on the floor. One person is blindfolded at a time, and the rest of the team guides him/ her verbally through the minefield without touching the objects. This exercise enhances communication and trust.

d. Team Building Bingo

This is an exercise in which team members are asked to create bingo cards representing team-related statements or experiences (e.g., someone who has worked here for more than five years, etc.). Team members interact with each other to find someone who fits each description and sign their bingo card.

e. Marshmallow Challenge

To practice this activity, teams are given sticks of spaghetti, tape, string, and a marshmallow. The goal is to build the tallest freestanding structure that can support the marshmallow at the top. This exercise promotes creativity, collaboration, and problem-solving.

f.  Team Trivia

In this activity, team members are asked to create a trivia game with questions related to team members' experiences, interests, achievements, strengths, or the organization. This fosters friendly competition, knowledge sharing, and a sense of camaraderie.

g.  Paper Tower Challenge

Teams are given a limited amount of paper and tape to build the tallest tower that can support a small object (like a marshmallow) at the top. This exercise promotes teamwork, creativity, and effective communication.

h.  Puzzle Pieces

Provide each team member with a puzzle piece. As they interact and engage in conversations, they exchange puzzle pieces. The goal is for each participant to connect with others and complete their puzzle, symbolizing teamwork and interdependence.

i.  Story-telling Circle

This is an interesting activity in which team members sit in a circle, and each team member contributes a sentence or two to create a collective story. This encourages creativity, active listening, and the ability to build on others' ideas.

j.  Balloon Tower

Teams are given balloons and tape to build the tallest balloon tower within a time limit. This activity promotes creativity, collaboration, and quick decision-making.

***Check your Progress***

1. Describe the Story-Telling Circle and practice it in a group.

_____

**3.2.3 Group Discussions:**

Group discussions can serve as an effective ice-breaking activity, providing a platform for participants to engage in meaningful conversations and get to know each other. When designed thoughtfully, group discussions can help create a positive and interactive environment. Here are some ways to incorporate group discussions as ice-breaking activity:

a.  Ice-Breaker Question Round

Start the session with a round of ice-breaker questions. Each participant takes turns answering a light-hearted or interesting question. Examples may include "If you were to offer a dinner with any renowned scientist, who would it be?" This allows participants to share preferences, personal insights and creates a relaxed atmosphere.

b.  Two-Minute Introductions

Ask each participant to introduce himself/ herself within a two-minute time frame. Encourage them to share their name, role in the organization, and one fun or unique fact about themselves. This quick-fire introduction can set a positive and energetic tone for the rest of the session.

c.  Speed Networking Session

Divide participants into pairs and give them a few minutes to introduce themselves and share their professional background. After a brief conversation, they switch partners. This structured format encourages quick connections and helps participants feel more at ease.

d.  Group Story-telling

Start a collaborative story-telling activity where each participant adds a sentence or two to build a story. This can be a fictional story or a narrative related to the session's theme. This activity encourages creativity, active listening, and the sharing of experiences.

e.  Discussion on Shared Interests

Before the session, gather information about participants' interests or hobbies. Use this information to create discussion groups based on shared interests. Participants can discuss their common hobbies, creating an instant connection.

f.  Reflective Round

Ask participants to reflect on a particular question related to the session's theme or goals. This can be a thought-provoking question that encourages self-reflection and the sharing of experiences with the group. For example, "What motivates you in your work?"

g.  Bucket List Exchange

In this activity, each participant writes three items from their personal or professional bucket-list (having tasks or goals in life) on a sheet of paper and hands them over to the facilitator with anonymity. The facilitator now randomly picks one sheet and reads aloud the items written on it. Here, instructions are given to the participants that the person matching items keep quiet and let others guess. This activity not only provides insight into individuals' aspirations but also helps other participants achieve those goals.

h.  The Appreciation Circle

In this activity, participants are required to interview each other in pairs based on a specific trait, skill, or contribution. After interviewing 2-3 minutes in a pair, a circle of participants in a scrambled way is formed, and each participant expresses appreciation for the

person who interviewed each other by passing a ball or any other object. The positive affirmations create a supportive atmosphere and help participants learn more about each other's strengths.

i. Current Events Discussion

Discuss a recent news article or current event related to the session's theme. This not only breaks the barriers of communication but also engages participants in a meaningful conversation, allowing them to share opinions and perspectives.

j. Personal Journey Sharing

In this activity, participants are asked to share a memorable event or experience from their professional journey. This event might be a challenge that he/she overcame, a success story, or a lesson learned. Sharing personal stories fosters connection and understanding.

**3.2.4 Energizers:**

Energizers are short, lively activities designed to increase energy levels, boost enthusiasm, and create a positive atmosphere in a group. They can prove effective as ice-breaking activities by helping participants feel more engaged and connected. Let's know some energizers that can enhance excellent ice-breaking skills.

a. Quick Name Game

Participants stand in a circle, and the first person says their name along with an action (e.g., clapping hands). The person to their right repeats their name and action and adds their own name. This continues around the circle, creating a rhythmic and energizing pattern.

b. Rock-Paper-Scissors Competition

Organize a rock-paper-scissors competition with quick rounds. The winner of each round will go to the next round, and the loser will eliminate and cheer for the winners. This will continue in subsequent rounds until the final two participants remain. This not only energizes the group but also encourages positive interactions.

c. Dance Break

Play an upbeat song and invite participants to have a short dance break. Encourage everyone to move and groove to the music. This activity energizes the participants, instantly lifts spirits, and adds a fun element to the session.

d. Quick Stretching Exercise

In this activity, participants need to involve themselves in a series of quick and simple stretching exercises. Encourage participants to stand up and stretch their arms, legs, and neck, promoting physical activity and awakening the senses.

e.  Emoji Charades

Create a list of emojis representing different actions or feelings. Participants take turns picking an emoji and acting it out without speaking. The rest of the group guesses the emoji, creating a light hearted and engaging atmosphere.

f.  Balloon Pop Challenge

Write ice-breaking question on a sheet of paper and insert it into the balloon before inflating it. Scatter the balloons around the room. Participants pair up, find a balloon, and pop it to reveal the question. Finally, discuss the questions with other participants.

g.  Counting Energizer

The group counts to a predetermined number, but certain numbers are replaced with specific actions or sounds. For example, instead of saying '7', participants might clap their hands. This keeps everyone alert and adds an element of surprise.

h.  Story Chain

Start a story with one participant who contributes a sentence or two. The next person continues the story, and so on. This rapid-fire storytelling activity keeps everyone engaged and encourages quick thinking.

i.  Team Cheers

Divide participants into small teams and ask each team to create a unique team cheer or chant. After a brief preparation time, each team performs their chants for the entire group, adding a sense of camaraderie.

j.  Silly Sentences

Here, each participant has to contribute a word or phrase to create a silly and nonsensical sentence. The group says the sentence aloud, generating laughter and lightening the mood.

k.  Group Clap and Snap

In a circle, participants clap and snap their fingers in a rhythmic pattern. The leader starts, and each person adds their own rhythm. This creates a collective and energetic beat.

***Check your Progress***

1. Write your idea about practicing Counting Energisers in a group.

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## 3.3   Learning Outcomes

In this unit, we have learned the importance of communication in human life and the need to make our communication effective and fruitful. We learned that proper communication requires a lot of skills to pass on ideas, thoughts, and feelings to others. While communicating with a group, there may definitely be some barriers that hinder the easy flow of the message from the sender to the receiver. To overcome such barriers, ice breaking events help us in different ways. With this intention, we have learned different types of ice breaking activities. They not only help us with better communication but also enhance group cohesion and team spirit. Remember that these skills are to be practiced rather than learned by heart.

## 3.4   Glossary

**Communication**: The word communication comes from the Latin verb communicare, which means "to share" or "to make common". It is the process of exchanging information and ideas between people

**Ice breaking**: It is an activity or exercise that helps people get to know each other and feel more comfortable in a new or unfamiliar setting.

**Introduction games**: They are short, fun activities that help people get to know each other.

**Team building**: It is an action or process of causing a group of people to work together effectively as a team, especially by means of activities and events designed to increase motivation and promote cooperation.

**Energizers**: They are short, fun activity used to help people be more alert and active.

## 3.5   Sample Questions

**3.5.1 Objective Questions:**

1. The word 'communication' is derived from …… Language.

2. 'Human Bingo' is commonly used for ……..

3. 'Balloon Tower' is used as …….. activity.

4. 'The Human Knot' is widely used as a ……… activity.

5. 'Reflective Round' is an activity to boost ……..

6. 'Team Cheers' is used as a …… exercise.

7. Write down any one introduction game.

8. Find out any one team building exercise.

9. Write down any one group discussion activity.

10. Write down an energizer activity that you like most.

**3.5.2 Short Answer Questions:**

1. Why is communication important for human beings?

2. Why are ice breaking skills important in discussions?

3. Describe any two introduction games.

4. How are energizers helpful in ice breaking?

5. Write any two team building exercises.

**3.5.3 Long Answer Questions:**

1. Create your own activity which can be used for introductory games.

2. Prepare an exercise for a group discussion session and describe how you will practise it.

3. Find out some energizer exercises and write down their scope in a training session.

## 3.6   Suggested Learning Resources

1. The Big Book of Icebreakers: Quick, Fun Activities for Energizing Meetings and Workshops, Edie West (1999).

2. Quick Team-Building Activities for Busy Managers: 50 Exercises That Get Results in Just 15 Minutes, Brian Cole Miller (2015).

3. The Big Book of Business Games: Icebreakers, Creativity Exercises and Meeting Energizers, Edward Scannell & John Newstrom (1996).

4. 101 Team Building Exercises: To Improve Cooperation and Communication, Herman Otten (2020).

5. Over 600 Icebreakers & Games: Hundreds of Ice-Breaker Questions, Team Building Games and Warm-up Activities for Your Small Group or Team, Jennifer Carter (2011).

# Unit - 4: Role-play

## Structure

## 4.0  Introduction

Role-play is an educational activity where an individual, pair or group of students participates by adopting the corresponding role or character in a situation or context. To reproduce real-life situations, participants enter into these roles, sometimes taking on different personas. These roles offer more occasional experiential learning opportunities for learning by doing, so participants apply the concepts and skills in a lively setup. Role play is adopting the role and behavior of someone different from yourself. It is a powerful learning strategy in which students play the role of another character. In addition to knowledge acquisition, the preparation and performance of a role-play activity reinforces the students' communication skills, creativity, and many interpersonal skills. This activity can be done in a classroom set up or in groups that are based on improving public speaking so as to enhance students' oratory skills. It allows the students to express themselves freely, automatically and confidently in various situations. It is a great way to encourage thought and creativity. The assumption behind the activity of role play is that a large number of values may not be expressed through verbal communication, hence dramatizing the situation may make communication worthwhile.

Role-playing means pretending to be someone, and this is why it is also called pretend-play. It might be a conscious choice for an assumed role or an unconscious one to fill a social one. A bit of description about the role of the students includes concerns, objectives, responsibilities, etc. Then, you provide a general description of the situation, as well as the problem that each one of them has. It is a classroom activity and students engage in it as part of their play-based learning experiences. It allows the students to enhance their imagination and creativity. It aids in improvement of learning, reasoning, comprehension, judgement and problem-solving skills.

*Check your progress*

1. What is role-play in an educational context?

   (a) A form of written examination

   (b) A lecture-based learning method

   (c) An activity where students act out roles in a situation

   (d) A memorization technique

## 4.1  Objectives

After going through the Unit, students will be able to:

- know about role play activity.
- identify the types of role play.
- understand the purpose of role play.
- realize the importance of role play.
- know the benefits of role play.

## 4.2  Role-play

### 4.2.1 Definitions of Role-play:

Various scholars have defined role play differently. A few of the definitions are given below:

B. Sankaranarayanan defined role play as, "a form of drama in which learners spontaneously act out roles in an interaction involving problems or challenges in human relations for subsequent discussion by the whole class"

According to BT Basavanthappa role-play, "is relatively a new educational technique in which people spontaneously act out problems of human relation and analyze the enactment with the help of other role players and observers. Role playing, Sociodrama, psychodrama are closely related and the terms role playing and sociodrama are frequently interchangeable."

Regarding role play Clement says, "Role playing is a dramatization along with verbalization".

According to Rayhan, communication is the important focus in role play. He considers it as "an activity where students can express ideas, opinions, or feelings through words or articulation to others."

Cornet also holds the same opinion as Rayhan and writes, "when students are involved in role playing activities, there will be an increase in fluency and oral interaction skills."

Rahayu's opinion about the role play is, "role play helps shy students, who have difficulty in conversation, by providing a mask, so they can improve their ability to speak and interact in any situation."

***Check your progress***

1. How does role-play help shy students?

    (a) By forcing them to speak in front of others

    (b) By giving them a "mask" to express themselves

    (c) By isolating them from group activities

    (d) By making them memorize speeches

**4.2.2 Types of Role-play:**

**Multiple Role-play**: It is a kind of role play where all the students are in different groups, and each of them is performing the activity at the same time. After the role play, every group evaluates the interactions and highlights the points that they have learned.

**Single Role-play**: One group of the participants demonstrates the role to the rest, acting out the specific situation for others. The rest of the groups observe the activity and analyse the interactions taking place among the participants. This is also a learning opportunity for them.

**Role Rotation**: It starts just like a single role play, but after the participants have had their turn, the instructor will pause the role play and discuss the events so far. The participants are then instructed to switch roles. In this way, participants have the opportunity to take on various roles and explore different approaches to them.

**Spontaneous role-play**: In spontaneous role play, one of the trainees performs the activity himself, while the other participants play the role as people whom the first participant has interacted with.

*Check your progress*

1. Which of the following is NOT a type of role-play?

      (a) Spontaneous Role-play

      (b) Role Rotation

      (c) Passive Role-play

      (d) Multiple Role-play

3. Which type of role-play involves all students participating in different groups simultaneously?

      (a) Single Role-play

      (b) Multiple Role-play

      (c) Role Rotation

      (d) Spontaneous Role-play

## 4.2.3 Purpose of Role-play:

Role-playing serves many purposes, such as being a great way to develop communication, social, and emotional skills for individuals. It can help students learn how to improve by solving problems and empathising with others. A few of the other purposes of role-play are mentioned below:

- Role-playing serves many purposes, such as being a great way to develop communication, social, and emotional skills for individuals."

- It also communicates information to the audience and the audience can perfectly understand what they want to say.

- The participants collaborate to reach a mutual purpose which is delivering the message to the audience.

- It assists in developing communication skills that help to interpret successfully.

- In the role play students learn to attempt new behaviours with the help of other participants.

- It motivates people to build upon particular skills like thinking and creativity and helps convey the message to the audience.

- It builds the perspective of others.

- To generate excitement and participation which is needed for learning to happen.

- It allows the students to immerse into the characters they are intended to play and execute the meaning of the character.

- It plays a role in acquiring skills in solving problems.

*Check your progress*

1. What is the purpose of role-play?

      (a) To memorize textbook definitions

      (b) To develop communication and problem-solving skills

      (c) To replace classroom lectures

      (d) To test students' memorization skills

## 4.2.4 Steps in a Role-play:

### 1. Choosing the problem

If you want to run a role-playing session successfully then first choose the situation. Get all the people together and have an open discussion and debate on the issue. Ask everyone to think about it even before you start the role-playing session. The problem should be chosen with group consent. It should be clear and related to human relations situations that serve a purpose in the context of the subject being studied. Choose a situation that learners may face in their day to day life.

### 2. Building the role playing situation

The motive of the session for role playing is to create the basic guidelines to prepare the content. The content should be based on the problems that are common in our day to day life. It can be planned by the total group or by a subcommittee or by the teacher.

### 3. Casting the Players

The selection of students as participants must always be among those prepared to act. It helps prevent misinterpretation of the role as well as preserve the self esteem of the students. The students must be informed in advance that one of the activities that will be done is role play and they need to practice it. Its benefits must be discussed with students and it should be explained how and why it is good for them. Through this activity, the students will learn to deal with mistakes. The participants should be encouraged that its going to be exciting and full of fun.

### 4. Briefing

The role-play exercise must feel realistic. A specific format must be explained to the participants to make it a successful session. Each of the participants should understand what the

issues are aimed to address in the session. The participants should be informed of the basics of the functions of this activity as a whole group work. Identify the suitable participants with specific roles and distribute.

**5. Assign roles to everyone**

You have chosen one of the scenarios you want to recreate, assembled the participants, and have given them all the relevant and necessary information. At this point, you will assign roles to the participants. Encourage each one to immerse themselves into the persona he or she is portraying and use their imagination. It will help them to eloquently express their intent, desire, goal, perspective and emotion in the given scenario.

**6. Role playing actions**

Determine what exercises and prompts will be given to participants to get them into their roles. Cue or prompt cards, reading exercise, individual research, briefing sheets or information gap exercise are some of them. Keep the scene as straightforward and concise as you can, choosing the appropriate type of prompt for each individual.

**7. Act out the scene**

Everything is prepared, and now it's time to perform the activity. Everyone has to play a role and act out the scenario. Sometimes, participants will go through a related series of scenes that represent how the situation may change, so they can prepare themselves to approach it from a different perspective at that moment.

**8. Healthy discussion**

The role-play activity does not end when the session is performed. If you want to conduct the role-playing session successfully, get involved in healthy discussion. Having an analysis on what everyone has learnt can lead to new insights so you have other ideas on how to approach the situation differently.

**9. Evaluation**

At the end, the teacher must conclude, evaluate and summarize. Decide if the purpose is met or not. The responses of the participants can be recorded through discussion or on the checklist or questionnaire.

*Check your progress*

1. What is one of the final steps in role-play?

(a) Ignoring participant feedback

(b) Holding a healthy discussion and evaluation

(c) Asking students to repeat the same role

(d) Skipping the analysis process

**4.2.5 Importance of Role-play:**

Role-play is a very important activity of all areas of development for students. It gives them the chance to explore and learn about the world around them within a safe and controlled environment. It arouses students' interest in the subject being taught in the classroom. Besides, it can enhance the student engagement levels. The students become active actors in the classroom rather than passive recipients. It has the potential of turning students into empathetic individuals. It enhances their understanding of different perspectives and makes them see things through another person's eyes. Empathy with others is a very important component of social and emotional development. Students learn to own a character and feel and express the same feelings by playing its role. It assists them to create connections with others.

Role-plays encourage students to act in situations which they may have never faced in real and make them think beyond the defined boundaries. By participating in this activity, students interact with each other, and this helps develop problem-solving skills. Role-play and game-based learning have been instrumental in transforming classrooms from mechanical learning environments to more active and engaged ones. However, to cater the needs of all the students, it should be well designed. Those who arrive under-prepared or low on confidence, benefit less from these activities. That is why a teacher needs to design support for all students for such an activity to be effective.

Reflection exercises are of utmost importance, and at the end of a role-play activity, the teacher should sit with all of the students and reflect on the activity. This will give students a chance to encapsulate the learning of all of the participants and provide everybody a chance to share how each felt about their specific role. This exercise helps students to learn more from each other and enables them reflect on their role.

Role-play instills confidence in students, develops their imagination as well as their verbal and interpersonal skills. It also plays a crucial role in students' physical and mental development. It helps students learn how it is like to interact with the real world, interact with people, solve problems and take responsibilities. It should be based on real life situations which provide a hand on experience to the students. It helps students take risks, make choices, explore and investigate their environment and situations. It builds empathy and emotional intelligence in students and also helps them in their connection with others.

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**4.2.6 Benefits of Role-play:**

In the changing scenario of education, it is important to use creative methods to engage students for their intellectual development. One such method which has been found very useful is the use of role-play in the curriculum. The students learn to discover, and this technique gives them the opportunity to have insight about different things in their lives, society, and personal growth. It encourages empathy because students take on the roles of various characters. Representing different characters, students learn how to view from various angles, which is very important to develop a complete and sensitive personality. Therefore developing this skill will further strengthen a positive behaviour. There are other numerous benefits of role-play activity. Few of them are mentioned below:

**1. Conflict Resolution:**

Role-play activity is frequently a form of real-world problem. When students face the same scenarios, they must collaborate to resolve the issues, developing conflict resolution skills. This process not only contributes to a cohesive school environment, but also provides students with skills that will serve them well for the years to come.

**2. Communication Skills:**

Role-playing involves communicating clearly so that both groups can understand what is happening. It improves students' listening and interpretative skills and helps them to express themselves clearly. One of the key components to positive behavior is communication skill and this means we are able to tell others what we need and how we feel.

**3. Decision-Making:**

In role-play, students often face situations where they must make decisions. These decisions need to be made carefully, having moral, ethical, or practical consequences. Through such exercises, students can learn to think critically and make right decisions, which are important elements of responsible and ethical behavior.

**4. Self-Confidence:**

If different roles are played by students, it boosts their sincerity and self-confidence. They gradually learn to express themselves more confidently as well as take on new challenges. It's this newfound self-assurance that may reduce their self-doubt, which in turn leads to more assertive behavior.

**5. Evokes the Creative Spirit**

One of the benefits of role-play is it enhances students' creative thinking and cognitive flexibility. As early as possible students must develop their imaginative skills. Imagination and creativity are at the heart of genius inventions, innovative cures, and groundbreaking technology. Imagination and creativity of the students can be developed with their participation in various activities.

**6. Social & Emotional Development**

Role-play is also beneficial for social and emotional development. It's not unusual for students to imagine themselves in a scenario when they could easily interact with one another, for example on a playground. For the students, the goal of this activity is to play a character or person of their choice. Through this activity they learn how to empathise with others by being inside this person's skin. It teaches students to control their emotions and work through issues more effectively.

**7. Cognitive Development:**

Role-play promotes cognitive development and well-being of the students. It promotes problem-solving, critical thinking, and decision-making by allowing students to explore various scenarios and make choices. They learn to plan, organise and execute ideas, essential skills that will be carried with them through their adulthood.

**8. Imagination and Creativity:**

By engaging in role-play, students can develop imagination and creativity. As students take on different roles or scenarios during the activity, they have the opportunity to explore innovative ideas, concepts, and possibilities while enhancing their storytelling skills. These activities encourage students to think outside the box and find creative solutions to many of the challenges they will face. It prepares the ground for more complicated forms of creativity they may face in their future.

**9. Cultural awareness and understanding:**

Role-play exposes students to various cultures, traditional practices and ways of living. It provides them opportunities to discover different professions, traditions and functions in society, broadening their scope of world knowledge.

**4.2.7 Conclusion:**

For ages role-play has been an important facet of the educational methodology. We consider imaginary situations and predict outcomes, rehearse performances, and react

appropriately in real-life. Human beings are surely better at managing all kinds of situations. It is an interactive method where students spontaneously assume roles based on a given scenario. It enables students to have experiences and to achieve insight. There are several types, including sociodrama focused on interactions between people, and psychodrama that works on a person's unique problems. The basic steps are: Get a problem, build roles, assign players, brief roles, role-play, analyze and discuss.

The best way to work on communication skills is through role-play. When students participate in role-play, they learn new words and phrases. Once they master the language, they become confident and venture into experimenting with unfamiliar words and phrases. They grow into good communicators and learn to pay attention to other's perspectives too. It encourages hands-on learning and develops tolerance and problem solving skills.

## 4.3  Learning Outcomes

After going through the Unit, students are expected to:
- know about the role-play activity.
- realize the importance of role-play activity.
- comprehend the benefits of role-play activity.
- shed light on the purpose of role-play.
- be acquainted with types of role-play.

## 4.4  Glossary

**Corresponding**:     Related

**Persona**:     Character

**Acquisition**:  Attainment

**Reinforce**:     Strengthen

**Interpersonal**:     Between two or more people

**Worthwhile**:  Useful, valuable

**Comprehension**:     Understanding

**Enactment**:   The state of being enacted

**Verbalization**:     Conversation

**Demonstrate**: Exhibit, present

**Eloquently**:   Fluently

**Intent**:        Intention, aim

**Prompt**:       Suggestion

**Cue**:          Clue

**Encapsulate**: Summarize

**Instill**:       Infuse

**Cognitive**:    Logical, rational

## 4.5   Sample Questions

### 4.5.1 Objective Questions:

1. Who defined role-play as "a form of drama in which learners spontaneously act out roles"?

        (a) BT Basavanthappa

        **(b) B. Sankaranarayanan**

        (c) Cornet

        (d) Rayhan

2. In which step of role-play do participants analyze their performance?

        (a) Briefing

        (b) Assigning roles

        **(c) Evaluation**

        (d) Acting out the scene

3. Which of the following is NOT a benefit of role-play?

        (a) Conflict resolution

        (b) Improved communication skills

        **(c) Memorization of historical dates**

        (d) Enhanced creativity

4. What does role-play encourage in students?

        (a) Passive learning

        (b) Rote memorization

        **(c) Active engagement**

        (d) Strict rule-following

5. What does "Role Rotation" in role-play involve?

       (a) Repeating the same role multiple times

       **(b) Switching roles after a discussion**

       (c) Acting out different characters simultaneously

       (d) Skipping certain roles

6. What is a key element in making a role-play exercise realistic?

       (a) Reading from a script

       **(b) Giving participants specific roles and scenarios**

       (c) Avoiding interaction

       (d) Focusing only on individual performance

7. Which of the following is a crucial step before acting out a role-play?

       (a) Selecting random participants

       **(b) Assigning roles and briefing participants**

       (c) Skipping preparation

       (d) Ignoring role descriptions

8. How does role-play help in cognitive development?

       (a) By making students memorize dialogues

       **(b) By encouraging critical thinking and problem-solving**

       (c) By restricting imagination

       (d) By focusing only on physical movements

9. What is the role of a teacher in a role-play activity?

       **(a) To evaluate and guide students**

       (b) To memorize dialogues for students

       (c) To act out the role for students

       (d) To restrict students' creativity

10. What skill is most enhanced by role-play?

       (a) Passive listening

       **(b) Creative thinking and communication**

       (c) Memorization of speeches

       (d) Test-taking skills

**4.5.2 Short Answer Questions:**

1. Define role-play in an educational context.

2. Explain how role-play helps in improving communication skills.

3. What is the purpose of role-play in student learning?

4. How does role-play contribute to the cognitive development of students?

5. Why is reflection important after a role-play session?

**4.5.3 Long Answer Questions:**

1. Discuss the various types of role-play in detail.

2. Describe the steps involved in conducting a successful role-play activity.

3. Shed light on the major benefits of role-play.

## 4.6   Suggested Learning Resources

1. McGregor, J. (1993). Effectiveness of role-playing and anti-racist teaching in reducing student prejudice. Journal of Educational Research, 86(4), 215-226.

2. Steindorf, S. (2001). A student researched website simulates escape from slavery. Christian Science Monitor. 94,(13), 12.

# Unit - 5: Resume, Job Application

## Structure

**5.0** Introduction
**5.1** Objectives
**5.2** Introduction to Resume Writing
    **5.2.1** How to Write a Good Resume
    **5.2.2** Other forms of Presenting Yourself: Curriculum Vitae, Profile and Biodata
    **5.2.3** Introduction to Cover Letter Writing
    **5.2.4** Important points to Remember while Writing Cover Letter
**5.3** Learning Outcomes
**5.4** Glossary
**5.5** Sample Questions
**5.6** Suggested Learning Resources

## 5.0 Introduction

In the contemporary era of globalization, digitalization, ICT (Information and Communication Technology) and growing unemployment among high skilled/ qualified persons, it's important to know how to present yourself nicely and keep yourself as active, updated, and focused as you can. Nowadays, everything needs to be perfect; planned, and crafted. We talk of not just communication but effective communication wherein writing did not remain simply as 'writing' but, turned the 'writing skills', similarly, listening as listening skills; reading as the reading skills; and speaking as speaking skills. And this could only happen by proper training, attention, consciousness, pointing out the mistakes/errors and practice, etc. These communication skills would also help the student to learn how to put themselves, their abilities, thoughts/ideas, qualities, qualifications, and professional skills in proper order, nicely, and aptly according to the requirements in such a highly competitive and skilled world.

Resume, Curriculum Vitae (C.V.), Biodata, Profile, Cover Letter, etc. are different types of writings that help you to present yourself professionally in front of the people/recruiters. Thus, you need to know some basic points while drafting these documents. This chapter would mainly focus on the resume and cover letter writing. These writings are not

just writing or noting down whatever you have done or doing in your studies, or professional life but it's a craft and a technique. Natalie Canavor in her *Business Writing in the Digit@l Age* (2012) observes, ―Every industry is more competitive than ever before, your resume must be really good, better than those presented by other candidates for job‖ (271). She also says that ―crafting resume and keeping it alive will be a part of your life‖ (271). This is one of the important things that students need to learn: how to write correctly. Your resume and cover letter should be focused, concise, clear, and impressive to secure your position. ―Your goal is to present your information in a way that looks simple, accessible and easy to absorb. Creativity is usually not called for, but use fonts, layout and white space to produce an inviting document‖ (Natalie 275).

## 5.1   Objectives

Writing a resume or a cover letter is one of the most important crafts in the process of selection or rejection of candidates in various places/sectors/industries/institutions. Therefore, this chapter aims to provide basic information about how to craft a resume and a cover letter with some standard formats of these documents. It also highlights certain techniques to write a good resume and a cover letter and introduces other forms of similar writings of presenting yourself professionally in a comparative perspective.

## 5.2   Introduction to Resume Writing

A resume is an important formal document that presents your academic and professional information that is carefully crafted with clarity. 'Résumé' is a French word derived from Old French *resumer* which means 'summery'. It is also written as a 'resume'. It contains jobseeker's personal details such as full name, address, educational, and technical qualifications, professional experience, extracurricular activities, hobbies, etc. depending upon the contexts, and also the page limit asked. Natalie Canavor said that one should also add "awards and recognitions, strength, social network, clubs and associations, certifications, community service (better than volunteer activities)" (275) to résumé. Many institutes/companies or recruiting bodies ask to write a resume in a stated page length mostly

1-2 or 2-3 pages. Some companies are very particular about the structure of the resume; in fact, they provide a template to provide your details to be more focused and precise.

There are similar kinds of documents to resume such as Curriculum Vitae (C.V.), Biodata, Profile, etc. used for specific purposes. When students complete their education or they are about to complete, they start writing a resume, Biodata or C.V. These files contain the candidates' information about the date of birth, gender, nationality, religion, address (Permanent and for correspondence), marital status, educational qualification, extracurricular activities, experience, etc. Many students get confused when these documents and drafts are used interchangeably whereas, all these documents are different from one another and used for different purposes. A resume is mostly required in the industrial vacancies/sectors and C.V. is used in academics. Biodata is used for informal purposes like marriage. Example of a smart resume:

*Resume sample 1:*

**Jin Wang**
wang@gmail.com • (213) 555-6666

### Education

**Harvard University, Extension School**
Master of Liberal Arts, Information Management Systems                    May 2019
GPA 4.0
- Class Marshall Award
- Dean's List Academic Achievement Award
- Data Science Project: Financial Market Analysis Using Machine Learning
- Capstone Project: Enterprise Data Lake

**University of Malaya**
Bachelor of Computer Science                                             June 2009

### Technical Skills

- Machine Learning
- Quantitative Analysis
- Unix Scripting
- RDBMS Tuning
- Python/Scikit-learn
- Cloud Computing
- Oracle/SQL Server
- Network Protocols
- Spark
- Hadoop
- PLSQL/T-SQL
- Agile & DevOps
- Data Visualization
- Java/C#
- Data Warehouse/ETL
- Web Development

### Professional Experience

**Rande Corporate & Investment Banking**                                  Detroit, MI
*Associate – Information Technology*                       September 2013 – Present
- Lead a team of 6 people to manage, operate, and support low latency post-trade brokerage platform
- Improved the performance of straight-through processing by tuning database applications
- Reduced number of major incidents by 23% through problem management
- Automate manual back-office processing through scripting and automation engine
- Actively participate and contribute to the internal data science project initiatives

**Olson Financial**                                                       Singapore
*Associate – Information Technology*                    February 2011-September 2013
- Built a new application support team of 5 people focusing on post-trading straight-through processing and data warehouse extract-transform-load processing
- Designed and implemented global application monitoring platform.
- Eliminated 80% of manual checks for trading support, and decreased SLA breaches for client reporting by 15%

*(Fig:1 Source: Harvard University)*

## 5.2.1 How to Write a Good Resume:

Resume writing has taken a digital shape these days, and there are ample varieties of resume or resume templates available on internet but still, writing a resume remains a demanding professional practice. Sometimes, you may think that your resume has enough professional formats, but your employer knows better what the plus and minus points in your

resume are. Therefore, one always needs to keep updating the resume. It is also important to edit resume according to the interest of the recruiter, in a sense, you should provide the information which is relevant and beneficial for attaining a particular position by understanding the limit of pages and preciseness. One must avoid copying a resume from friends/colleagues or from online resources to avoid dullness. But one may take help from those models. It is always better to craft your own resume.

One may have a question like, what are the important ingredients in resume writing. Your resume should not be about 'What do you want to tell people about you?' Rather, 'What do people or the employers want to know about you?'

Your hobbies, your affiliation, membership with academic or professional bodies, etc. apart from your qualification and ability would also contribute positively/negatively to the overall decision of the selection committee. Therefore, don't mention irrelevant information. One of the lively parts of your resume is that you keep updating the resume the way you progress even after securing your desired position.

Many students write "Resume" or "Curriculum Vitae" on the top of the information which can be avoided since you are writing or providing the asked details therein. The same is applicable in case of Biodata or profile writing.

One should also use some 'action words' in resume to show one's ability or management or leadership and responsibility. Words such as *chaired, executed, planed, managed, authorized, launched, mobilized, designed,* etc.

You can also use bullets to highlight your important points. Harvard University's Office of Career Services provided following tips in a chart for resume writing in its document titled "Resumes and Cover Letters" 2019:

***Characteristics of a good resume:***

| Readability | Clarity and unambiguous | Correct spelling |
|---|---|---|
| Grammatically correct | Chronologically sound | Ideally, it should be 2-3 pages |

**5.2.2 Curriculum Vitae, Profile and Bio-data:**

Resume and Curriculum Vitae: A Curriculum Vitae (CV) is like an extended form of a resume with more details. It is commonly known as 'C.V.'. It originates from the Latin phrase

which means a "course of life". *Merriam-Webster Dictionary* defines it as "a short account of one's career and qualifications prepared typically by an applicant for a position". It is usually lengthier than a resume, ideally around 5-7 pages sometimes exceeding 15-20 pages depending upon the candidate's academic/professional details or requirements. In resume, candidates highlight their skills and experience whereas in a C.V. candidate emphasize on their qualification and academic achievements. As mentioned earlier, a resume is mostly used in industries/company/non-profit/public sector. In the USA a C.V. is used in academics – a file containing all academic activities, achievements, publications, qualifications, etc. In India too this trend of using C.V. for the academic purposes is quite prevalent. It is also used for applying fellowship/grants/academic position, etc. A C.V. may include references (one or two) from people who taught you or know you and your work. Here is a sample of Curriculum Vitae, but you can design your own accordingly:

**Resume and Profile:**

In many institutes or organizations, you may be asked to provide your academic information or a brief profile. It is like a resume but distinguishes from resume. Sometimes it will be in a paragraph form. It includes a person's or employee's qualifications, major achievements, expertise, awards, etc. Here is one example of an email from one of the institute's wherein it is required from the employees to update their 'profile'.


To,

The Deans/Chairpersons/Faculties,

Xxxxx xxxxx xxxx (Institute/University) Name

Dear Ma'am /Sir,

The University is updating its website and the faculty profile. It is kindly requested to provide your updated bio/profile in the attached format, along with a scanned copy of your photograph for the same. Deans may also kindly provide an updated write up of their School/ Centre and programmes offered.

Kindly consider it as urgent and oblige.

**Format for profile**

| | |
|---|---|
| Name | |
| Designation | |
| School/Centre/ Special Centre | |
| Off. Phone | |
| Residence | |
| Email | |
| Personal Webpage | |
| Qualifications | |
| Areas of Interests/Specialization | |
| Professional Experience | |
| Awards & Honours | |
| Recent-Peer-Reviewed Journals/Books (up to 3) | |
| Best Peer-Reviewed Publications (up to 5) | |
| International Collaboration/Consultancy | |
| Patents (if any) | |

**Resume and Bio-data:**

A Bio-data is different from a resume. It is more like an informal document or a piece of more personal information. It also contains the social, professional and academic information of a person which includes the date of birth (D.O.B), Full Name, Community, Religion, Languages known, family information, education, gender, nationality, marital status, colour, body type, height, hobbies, profession, etc. Nowadays, in India, a Biodata is mostly used in the context of marriages or selection of bride/bridegrooms and shared along with 1-2 photographs. In some countries, it is used to describe animals and their pedigree such as dogs and horses.

### 5.2.3 Introduction to Cover Letter Writing:

In professional life, one needs a cover letter to present oneself more effectively among the other candidates/competitors. It needs to be accompanied with an application form/proposal/ questionnaire, etc. It is a supporting one-page document to justify and brief one's suitability, ability and quality (qualification) to the required notification/position or vacancies. One must enclose this document along with the application unless it is clearly stated not to attach. It is better to accompany a cover letter with a resume because it carries more weight and introduces you effectively. "A cover letter should introduce you in a more personal, targeted way than a resume. It does not require a comprehensive overview of your career and qualifications – that's what the resume is for (if enclosed) but, it should aim at giving insights about you that the resume format doesn't accommodate" (Canavor 151). A cover letter, as Natalie Canovar suggests, must also highlight, "your most relevant experience or credential and add a little detail". She also suggests to, "set the stage for the reader to review your resume as you would like" and "show why you are the most qualified person for the job" (151).

*Check your progress*

1. What details do you include in a resume?

_____

2. Prepare a sample resume of yours.

_____

### 5.2.4 Important Points to Remember while Writing a Cover Letter:

● While drafting cover letter you should also know the interest of the organization, its priorities, aims, and objectives and relate your abilities/qualities with those.

● Write some complimentary words about a person or organization whom you want to work with, their identity/fame/reputation/excellence/public image or achievements in their respective field and how you could be an asset to the recruiter/recruiting organization.

● If you have met the person earlier you can refer to that event/meet but it is better to avoid in government sectors to respect the transparency or selection. This varies according to the context, position, and place.

● Write about yourself briefly and your ability/skills, qualifications and your suitability for the required position.

- Use formal language without typos and grammatical errors.

- Encourage the reader to read your resume/C.V. (You can also request to read some special quality/achievement/work that you have done and will be useful for the advertised position).

- Conclude with the hope to take action or selection. For example, 'I look forward to hear your positive reply on this application.', 'I am sure you will like my resume and qualification...', 'Hope to work with you...', etc.

- It should not be more than one page.

- There is a common trend in writing cover letters on the top i.e. "To Whomsoever It May Concern" but it is always better to find out the exact person's name and designation and address with proper salutation and respect. You can try to contact the organization/company for more clarification in this regard (whom to address).

- Don't write in bullet forms, use paragraph form.

- Write with clarity and avoid ambiguity.

- Write your name and address on top/in the right corner.

- Write the company name and address after yours.

- Mention job title (specific position) that you are applying for.

- It should be concise and convincing.

- Proof read your cover letter.

- Tell your interest or why you want to work with that specific organization.

- Pick appropriate words and tone of language.

- You may ask politely to reply back.

- Close with hope and respect. Better use traditional ways such as, "Sincerely".

We write a cover letter for various purposes, especially for job/fellowship in various sectors such as IT, HR, Marketing, Banking, Teaching, Fellowship/Scholarship/Training programme, etc. As in resume writing, C.V., Biodata, and profile there are some differences among Cover letter, statement of purpose, testimonial, recommendation/reference letter, etc. (*see glossary*). Here is a model of cover letter:

# Sample Cover Letter

*It is OK to use either of these types of headers for your cover letter.*

(traditional block:)

Tiffany Traveler
813 Johnson Drive
Los Angeles, CA 90089

March 3, 2024

Emily Annenberg
Marketing Coordinator
Focus Marketing, LLC
1391 Tweet St.
Los Angeles, CA 90089

(match your resume:)

**Tiffany Traveler**
813 Johnson Drive * Los Angeles, CA 90089 * (213) 123-4567 * ttravel@usc.edu

March 3, 2024

Emily Annenberg
Marketing Coordinator
Focus Marketing, LLC
1391 Tweet St.
Los Angeles, CA 90089

Dear Ms. Annenberg, (or use full name is pronoun is uncertain)

Dear Ms. Annenberg, (or use full name if pronoun is uncertain)

It was great meeting you during the University of Southern California (USC) Internship Week marketing panel on February 13. I am very interested in the Focus Marketing, LLC internship position advertised through the USC connectSC portal. I am a junior at USC majoring in Psychology and am very excited about this opportunity to combine my skills in social media and marketing to customize services for Focus Marketing, LLC's clients.

One desired strength mentioned for the Focus Marketing, LLC internship is motivation. As a leader and Marketing Chair of OUTreach, a USC community service organization, I coordinate and write articles for our weekly newsletter and maintain three social media pages, including Facebook, Twitter, and Pinterest. I increased our social media audience by 50% within 12 months by developing strategic partnerships across campus and customizing updates for each social media account daily. Part of my success is attributed to my passion for marketing our organization to the USC community. I am confident my high motivation level, strong social media and marketing skills make me an excellent match for this internship position.

I understand that creativity is a very important asset to successful product launches. Recently, I worked closely with four team members to propose a new product line of beverages during a marketing class. I designed a 3D product rendering, a print brochure and a social media ad using Photoshop. As part of the final project, our team presented the product line to a panel of marketing professionals. The panel ranked the project first place among eight groups nationally. Remarks from the panel included mention of my innovative designs. Using my creative skills to benefit the Focus Marketing, LLC team would be a great experience in my future career as a Public Relations professional.

I am highly motivated to contribute my creative, social media and marketing skills through the internship. Thank you for your time and consideration. I look forward to discussing my qualifications with you in the near future. I can reached at (213) 123-4567 or by email at ttravel@usc.edu.

Best regards,

Tiffany Traveler

*(Fig:2 Source: Career Center at the University of South California.)*

For more examples/models for cover letter you may refer to Natalie Canavor's *Business Writing in the Digit@l Age* (2012) which will help you to understand the varieties of cover letters. After going through various examples, you may develop a cover letter according to the position, institute, and your background.

**Sample of Resume:**



**RESUME TIPS**

**TOP 5 RESUME MISTAKES:**
1. Spelling and grammar errors
2. Missing email and phone information
3. Using passive language instead of "action" words
4. Not well organized, concise, or easy to skim
5. Too long

**RESUME LANGUAGE SHOULD BE:**
- Specific rather than general
- Active rather than passive
- Written to express not impress
- Articulate rather than "flowery"
- Fact-based (quantify and qualify)
- Written for people who scan quickly

**DO:**
- Be consistent in format and content
- Make it easy to read and follow, balancing white space
- Use consistent spacing, underlining, italics, bold, and capitalization for emphasis
- List headings (such as Experience) in order of importance
- Within headings, list information in reverse chronological order (most recent first)
- Avoid information gaps such as a missing summer
- Be sure that your formatting translated properly if converted to a .pdf

**DON'T:**
- Use personal pronouns (such as I)
- Abbreviate
- Use a narrative style
- Number or letter categories
- Use slang or colloquialisms
- Include a picture
- Include age or sex
- List references
- Start each line with a date

**PLAN TO WORK INTERNATIONALLY?**
Resume guidelines can vary from country to country. See our international resources at ocs.fas.harvard.edu/online-tools

*(Fig: 3, Source: Google Images)*

**Sample of Curriculum Vitae:**

**Contact**

_____

**Address:**

_____

_____

_____

**Phone:**

+91 ……….…………………………….

**Email:**

……………………….@gmail.com

**Languages**

_____

English

Urdu

Hindi

………………………………….

………………………………….

………………………………….

**Education**

_____

Bachelor of Science: Computer Information Systems - 2014

Columbia University, NY

**Skill Highlights**

_____

· Project management                     · Creative design

· Strong decision-maker                   · Innovative

· Complex problem solver                  · Service-focused

**Experience**

_____

· Lecturer at St. Joseph's College, Hyderabad from 09/2015 to 05/2019

· ………………………………

· ………………………………

· ………………………………

**Area of Interest**

_____

English language teaching

English literature

Literary and Cultural theory

Sociolinguistics

**Presented papers in Conferences**

_____

1. Presented a paper titled "Ecology in Poetry of Robert Frost" in International conference on "Environment and Sustainable Developments" held at University of Hyderabad from 1-2 February 2020.

2. _____

3. _____

4. _____

## 5.3    Learning Outcomes

By the end of this chapter, it is expected that the students know the basic difference between a Bio-data, C.V. and Resume. They will realize the importance of a good resume and a cover letter and how to avoid conscious and unconscious mistakes while drafting and crafting these documents. They would also learn how to craft a resume and a cover letter to achieve their respective career goals. The techniques and important points highlighted in the process of drafting a resume and cover letter will be definitely beneficial for students. After reading this chapter, they would be able to put their abilities, qualities, qualification, and strength in proper order so that they would sustain in this rapidly growing competitive world.

## 5.4   Glossary

**Statement of Purpose (SOP):** Statement of the purpose means a letter which states your capacity, ability, and qualification to a particular or an advertised position. It also states your ability and how that so and so programme or position will be beneficial for you. Many times, when you are applying for a conference/summer school/workshop you are asked to submit the statement of purpose or just purpose in a paragraph of a page.

**Testimonial:** A testimonial is another formal form of recommendation especially from the person who is directly known to you such as your teacher/professor. It extols your character, ability, and qualifications.

**Character Certificate:** It is a certificate, usually issued by a respectable citizen of a country or the gazette officer, to certify the candidate, his/her address and details. It also highlights the

character of the candidate. It is asked in some of the government and private institutions/organizations in India.

**Bonafide Certificate:** A Bonafide is derived from a Latin word ―bonafide‖ which means "in good faith‖. A Bonafide Certificate is an official document issued by your respective institute/organization that you belong to so and so position in their so and so organization. It certifies your claim as so and so designation. Students must be aware of the Bonafide certificate while applying for a pass, visa, passport, scholarship, loan, etc.

**NOC (No Objection certificate):** The NOC or No Objection Certificate is issued by your present organization/institute/company to state that you institute has no problem in your applying for another position/scholarship/visa/visit another country etc. It is a must document in the job sector be it public or private. Some organizations don't care for NOC but most organizations do not entertain any application of in-service candidates without the no-objection certificate.

**A Recommendation Letter or Reference Letter:** A recommendation letter is a letter generally submitted by the person whose name you mentioned in your application. Sometimes you attached reference and recommendation letter along with application or resume depending on the situation or demand by the recruiter. In academics, students usually provide their teachers or supervisors as a reference and seek letters of recommendation from them. Nowadays these letters are submitted online as a confidential document.

## 5.5  Sample Questions

### 5.5.1 Objective Questions:

1. Resume is a _____word.

      (a) Russian

      (b) Italian

      (c) German

      (d) French

2. The length of resume ideally should be from _____.

      (a) 1-2 or 2-3

      (b) 3-4 or 5-6

      (c) 6-7 or 7-8

(d) Only 5 pages

3. The cover letter should be written in _____ page.

      (a) two

      (b) one

      (c) three

      (d) all of the above

4. A resume is used mostly in _____.

      (a) industrial sector

      (b) academic sector

      (c) domestic sector

      (d) none of the above

5. The original etymological meaning of resume is _____.

      (a) summery

      (b) story

      (c) narration

      (d) date of birth

6. Which of the following are not the characteristics of a good resume?

      (a) Readability

      (b) Clarity and unambiguous

      (c) Correct spelling and Grammar

      (d) Demerits/Shortcomings

7. *Curriculum Vitae* is a Latin phrase which means _____.

      (a) curse of life

      (b) way of life

      (c) course of life

      (d) style of life

8. Natalie Canovar suggests that a cover letter should also highlight, "your most relevant _____ or credential and add a little detail".

      (a) hobbies

      (b) experience

      (c) qualification

      (d) leadership quality

9. SOP stands for _____.

     (a) Sample of Planning

     (b) Sample of Purpose

     (c) Statement of Purpose

     (d) Statement of Planning

10. NOC is an abbreviation of _____.

     (a) No other Certificate

     (b) No Objection Certificate

     (c) None Objection Certificate

     (d) Nothing Objection Certificate

## 5.5.2 Short Answer Questions:

1. What is a resume?

2. What is the relation of a cover letter with a resume?

3. What is a profile and how is it different from a resume?

4. What are the characteristics of a good resume?

5. What is a character certificate?

## 5.5.3 Long Answer Questions:

1. Illustrate a curriculum vitae and how it is different from a resume with a suitable example of each.

2. What are the important points that need to be remembered while drafting a good resume?

3. What is the difference between a cover letter and a recommendation letter?

## 5.6 Suggested Learning Resources

1. Canavor, Natalie. *Business Writing in the Digit@l Age. London:* Sage, 2012.

2. Schaffer, Karen. *The Complete Book of Résumés: Simple Steps for Writing a Powerful Résumé*. New York: Bluerose, 2012.

3. Harvard University's Office of Career Services gives few tips for resume writing in its document titled ―RESUMES and COVER LETTERS‖ 2019. https://ocs.fas.harvard.edu/files/ocs/files/hes-resume-cover-letter-guide.pdf . Access on 05 March 2020

# Unit - 6: Memo/Notice/Circular/Order

## Structure

**6.0** Introduction
**6.1** Objectives
**6.2** Writing – Business/Technical Writing
    **6.2.1** Report Writing
    **6.2.2** Memo
    **6.2.3** Circular
    **6.2.4** Orders
    **6.2.5** Agenda
    **6.2.6** Minutes
    **6.2.7** Conclusion
**6.3** Learning outcomes
**6.4** Glossary
**6.5** Sample Questions
**6.6** Suggested Learning Resources

## 6.0 Introduction

There are four key language skills, i.e., Listening, Speaking, Reading and Writing. These vital linguistic skills need to be mastered to hold impressive, meaningful and sound communication, either in writing or in a spoken form. Research has proven that every skill has its own significance in order to establish good communication, whether written or oral. However, to be considered for the employment prospects or while being examined as a student towards the end of the term/semester, more emphasis is laid on writing skills because writing is a mode that you use to express the comprehended knowledge. In addition, when it comes to business communication, it is more evident that not only speaking but also proficient writing is a skill that is sought after by the employers since the professional world survives on the written correspondence for the routine exchange at the intra/inter-organizational level. Written communication takes place via written reports, memos, notices, circulars, orders, agendas, minutes, etc. Therefore, writing, especially business/technical writing, is a professional skill that ought to be mastered, should you desire to excel in your professional career.

There are a few significant aspects that the aspiring learner should consider while honing the writing skills, especially business writing skills. The written draft should be tailored in a proficient, detailed, comprehensive, and well-researched manner. It is of vital importance that the recipient should acquire the intended information as clearly and succinctly as it has been written. No ambiguity or confusion should be created between the intent of the written information and the perceived information. The document should be prepared in a structured and systematic way for the recipient to comprehend the message exactly as intended by the writer.

In order to become an effective writer, one must keep in mind certain key pointers. The message/document must be drafted considering the prospective audience. The choice of vocabulary, tone, structure, level of complexity, order of the draft, and the overall comprehension of the draft should be designed accordingly. In addition, the ideas should be presented tactfully and in a linear form that follows the mindfully organized structure. Especially when statistics are mentioned, instead of merely sharing individual opinions, care should be taken to see to it that they are backed by factual data. There is no space for individual, proofless opinions in business writing. Your written draft should be prepared in an error-free manner that in turn will also showcase your confidence. Once the draft is prepared, it should be proofread and edited, if needed, prior to sending/submitting it further. The general tone of the document/draft should be set according to the information it contains. For instance, professional reports are generally prepared in a research oriented, simple and factual, approachable and convincing tone, whereas other documents such as memos, circulars, orders, agenda, and minutes can be prepared according to the prescribed specifications. In addition, fundamental nuances, like grammar, spelling, punctuation, and suitable hierarchy must always be taken care of with reference to any written assignment that is carried out in English. Business or technical writing generally requires an essential key skill for a professional employee for being able to handle communication with the co-workers in the organization or from other organizations, with senior or junior employees, while trying to build an amicable professional relationship. A formal document is prepared using the most commonly used format such as, font type - Times New Roman, font size -12, line spacing – 1.5, A4 size page, alignment – justified, and margins – 2.54 cm on all four sides.

The chapter shall elaborate on the specific aspects that need consideration while preparing different business-related documents, such as reports, memos, circulars, orders, agendas and minutes.

## 6.1 Objectives

The unit has been designed to fulfill the following objectives:

- To familiarize students with the significant skills of communication, particularly business writing skills in English
- To enable students to understand and master the process of written/business communication
- To make students comprehend, understand and become skilled in the process of written communication, to facilitate and improve their interpersonal skills
- To enable students to be able to master the four key skills in English, i.e., listening and speaking, reading and writing, particularly writing – business writing skills

## 6.2 Writing – Business/Technical Writing

### 6.2.1 Report Writing:

Reports are formal in nature. These are professional, detailed, factual, structured and well-researched documents. Every statement written is verified and double-checked prior to its final submission. Reports are written in a clear, unambiguous manner and state facts. These documents either focus on a singular situation/instance/event or offer detailed notes on the entire company/organization.

Reports are generally prepared in an objective descriptive style. Subjective opinions or views have no place in the business or professional correspondence. A formal report should remain impersonal and objective in nature where the focal point should be the event, topic or organization. An official document such as a report is also considered as an examination of a selected issue/event under consideration, set of specific circumstances or fiscal operations related to the overall monthly or annual performance of the company.

A good report will fundamentally present an overview of a select event, topic or aspect in a structured manner. It will present the research-based facts, information on different points of view on an aspect, detailed list of findings, followed by the conclusion. It is written using technical/formal vocabulary, uncomplicated and easily understood sentences, following a general/organizational formatting structure (most renowned companies follow their own structure to prepare any formal document), appropriate examples, while excluding any

unnecessary information or examples from the document, especially considering the target audience.

The business or formal report fundamentally follows a common structure as mentioned below:

· A Title Page

· Executive Summary

· Table of Contents

· An Introduction

· The Main Body

· The Conclusion

· Recommendations

· References

· Appendices

Therefore, reports are significant formal documents that should be prepared mindfully. Every statement mentioned in the report is fact-backed, correctly and clearly written to avoid any kind of ambiguity in the understanding of the reader.

***Check your progress***

1. Define report writing.

_____

2. Mention one aspect that must be considered while writing a technical report.

_____

3. What is the common structure that is used while preparing a report?

_____

**6.2.2 Memo:**

Memorandum, which is generally known as a 'memo', is a formal/technical document that is generally used for an intra-organizational correspondence. Memos are used by colleagues from different sections, units or departments of the same company for holding formal conversations, making an announcement, issuing a notification, or sharing information of any kind. They are characteristically used for short messages of about one or less than one page. Memos are the traditional written documents that have been in use to share information for decades. Despite being in use as one of the oldest methods of exchanging, sharing or circulating information, they are never out of fashion. However, in the era of the internet, in order to stay

updated, these days e-memos are prepared and circulated. These days the organizations have an intra-e-connectivity that connects all the computer systems that are connected to the cloud, which enables easy and direct share, exchange or circulation of the information. In addition, it should be noted that memos have mostly been used in the government offices, educational institutes and public governing bodies as an effective and simple mode of sending or receiving important information to either a person or a large group of specific or general audience of recipients.

Memos generally begin with a header containing information such as Date, Time, To, From and Subject line, sometimes including RE ("Reference"). Memos, like any other written formal documents, can be prepared in different formats or structures, depending upon the organization or institution that is using them. However, the most common format generally includes the following main points that are typically used to prepare a memo:

· Date – Current date of preparing and distributing of the memo

· To – Lists the recipients of the memo

· From – Information of the writer with his/her professional designation

· Subject – Generally the key (a brief and concise) point for which the memo is prepared and circulated

The above-mentioned list of titles/items may vary in formatting and order depending upon the specifications of an organization or the information shared. Generally, this is the most commonly used order unless the company has its own style preferences. Please check the sample example of a memo that is produced below for your understanding.

If looked at closely, the referenced memo provided below also has 'some additional points' provided in the yellow box for the reader, and especially a new writer, to understand how to effectively write a technical write-up and what the key techniques are that may come in handy while doing so. For instance, the introductory paragraph is clearly relating to the subject line, however, it smartly keeps the bad news hidden and gives a first good impression. Also, the introductory paragraph sets the pace for the following not-so-good-news for its readers. The following second paragraph gives additional information on the benefits that have been provided to the employees from the company, also providing some hints of the following news that may prepare the reader for some unfavourable news in the later part of the memo. In line with the background prepared as mentioned above, the third paragraph now reveals the key information which might not be appreciated by the employees, hence, wrapping it up with some positive statements. The final paragraph of the memo ends with an action news with a 'forward-looking

statement'. This is an absolutely brilliant example for the beginners to understand how words are chosen wisely to convey the message while ensuring a less-impactful manner that will not disappoint the reader in the very moment. Therefore, as they say, writing, especially, formal writing is a skill that requires polishing and brushing up very often to stay up-to-date with the advanced times and technologies.

# Memorandum

DATE:      February 25, 2013

TO:        All employees

FROM:      Kirk James, Call Center Supervisor

SUBJECT:   Change in Operating Hours

Our call center has been experimenting with a half-day Friday work schedule over the last year, and we've recently conducted an evaluation to determine how well the program is working.

*The introduction is relevant to the subject, but doesn't directly state the bad news— that the popular early weekend schedule is ending.*

When a client calls to order their diabetic supplies on Friday afternoon, our messaging system directs them to complete their order on our company website. While many customers are willing and able to do this, many do not have Internet access (hence the reason for their call in the first place). Their only other option is to wait until Monday to place the order, and if a customer is already low on supplies, this may be untenable. Customers who are calling with questions or to resolve issues with an order must also wait for Monday.

*Listing the reasons for the change mentally prepares the reader for it.*

We have received positive comments, especially from our West Coast customers, about the extended hours we are open in the evening. We have determined that to continue to offer top-notch customer service, we must also re-institute Friday afternoon hours. However, that does not mean that we cannot continue to offer employees some scheduling perks. In fact, the addition of later hours Monday through Thursday provides us with more leeway in scheduling employees.

*Bad news is clearly stated but sandwiched between two positive statements.*

We will have a staff meeting on Monday, March 4, at 8:00 a.m. to discuss new scheduling procedures. To the extent possible, we wish to accommodate employees' preferences in scheduling, so it is important to attend this meeting to have your voice heard.

*Memo ends with action information and a forward-looking statement.*

(Courtesy:https://courses.lumenlearning.com/technicalwriting/chapter/memos/ )

### 6.2.3 Circular:

The circular, which is also known as a circular letter, is a formal and official document that is used to share/address/circulate official information to the assigned group of people. Every organization uses multiple modes for inter or intra-level of official communication. It could be between the seniors, the seniors and the juniors, intra-department, or inter-department. Effective and swift modes used for conveying correct communication/information play a vital role in leading the organization towards success. Therefore, different methods and modes are used to pass on the official information in the organization, irrespective of the size of the company.

Essentially, a circular is a formal letter, which is issued by the higher authority or the senior-most position holder to circulate important information to a larger group of members or employees at a time. It is generally emailed or distributed by hand among the members of the organization. For instance, circulating information on an updated policy or a meeting to discuss some key agenda, or a recently changed or introduced law of the company are a few examples where a circular letter can be used handy. In addition, since the document is issued by the highest governing body, the authenticity, correctness of information, grammatical accuracy, simply and unambiguously written information in a brief yet straightforward manner, are a few significant aspects that should be considered while preparing it as is the case with any formal written document. Circulars are prepared to attract the attention of a large number of recipients with an economical benefit on the part of the sender. Circulars also play a significant role in spreading information as part of a marketing strategy. Therefore, they are mostly used by the large marketing agencies and small business owners alike (since they are cost-effective in nature), at the local, regional, national and sometimes international levels (especially with the advent of internet technology).

In addition, circulars can also be used as tools to accelerate marketing these days. These detailed circulars can contain significant information about the product or policy. They can be

distributed widely at a time to a larger audience. One of the key features of writing circulars is their capacity to reach out to a larger group of correspondents simultaneously. Whether it is the intra-departmental group, inter-departmental group or the wider common populace, it always serves the purpose.

A few advantages of the circular can be noticed as it is an aptly written and effectively prepared mode of official communication. It is also economical or if circulated via any electronic mode, such as, sending a bulk email, is almost a free-of-cost way of sharing official/ marketing information to a large group of recipients or customers at one point in time. In addition, only one person sitting on a computer system can complete this task instantly unlike the traditional methods where the matter first goes for printing, then to the regional distributors, then to the local distributors and so on. Hence, the traditional method is time consuming with much monetary investment. In addition, the e-circulars save time and energy by reaching out to the larger populace at a time. They can also be used as handy advertising or marketing tools that can be distributed as pamphlets.

Please find below a sample circular letter that refers to the announcement of the opening of a new branch in the city.

# Company Logo and Slogan

The Electronic World

2/6, Mohakhali, Dhaka-1212

Dear Customer,
We have come to your City
Do you wish to come to your home?

Just within five years of being established, the Electronic World has made a name in the supply of anything and everything in electric domestic appliances. Having won the recognition of our customers in Chittagong for our goods and service, we have now opened a new outlet in your city, at the address given above.

The Electrical World is the largest traders of all types of electrical appliances for your home. It will be a pleasure to assist you in the purchase, fitting and maintenance of your domestic electrical equipment. You will get specialized service from us in installing various electrical appliances at your home.

Whatever you are planning to buy this month, you can make a choice from our wide selection of refrigerators, washing machine, blender, oven, toaster, mixers, grinders, TV, VCD, DVD, air conditions etc. We have different models and brands for the mentioned appliances. We hope our product will provide you the" best service in the city. As we always look for the benefits and satisfaction of customers, you can enjoy credit services,, guarantee and warranty at our shop made for you.

You are most welcome to our showroom at the above-mentioned address. You will be glad each and every time when you will visit your shop: The Electronic World.

Yours cordially,

S. A Khan
Marketing Manager
The Electronic world.

(Courtesy:https://www.businesscommunicationarticles.com/circular-letter-sample/ )

*Check your progress*

1. What is a circular letter?

2. Is a circular an official letter?

3. What aspects should be considered while preparing one?

### 6.2.4 Orders:

Order letters are formal letters that are used to place an official order for the products or items you would like to purchase for the company or an organization. They contain the a of the products or items in a systematic manner as they are expected to be received, for instance, customized specifications are significant aspects to be used while preparing such official order with utmost accuracy and consciousness. They also contain official instructions or precautions to be followed during the process of placing an order or receiving the delivery of the purchased items from the manufacturer or the distributor.

The order letters are quite common letters that are prepared or written almost on a daily basis in industries or organizations. However, they are highly formal by nature, hence, should be prepared in the prescribed format (of the organization or generally acceptable and followed one), structure and manner. It should be written in technical jargon (language/terminology). It should be brief, to the point and must exclude all the unnecessary information. It should convey the information as expected to be comprehended by the reader. The letter must be prepared with utmost grammatical and punctuation accuracy. It should include all the necessary information, including the attachments, if required.

The order letter should enlist the agreed-upon terms and conditions by both parties for the purchased items. They should mutually benefit the involved parties. The kind of information that such letters generally contain includes specifications for the product; quantity; the price that was decided by both parties; schedule of the time and delivery; legal aspects involved, again with the mutual agreement - in case of late or no delivery, delivery of faulty products or different products or less or no payment as decided for the purchase and so on. In addition, a formal tone should be maintained while preparing order letters. The writer should not get too personal or sound too rude while writing the letter. The writer should maintain politeness that is a vital aspect in maintaining any formal relationship.

A sample order letter is produced below for your reference and understanding. However, please remember that an order letter should be written in the following format:

- Reference Number

- Sender's address

- Date

- Recipient's address

- Subject

- Salutation

- Main body of the letter

- Complimentary closing and concluding remarks

Signature with official designation and other details

May 16, 2021

Contact Name
Address
Address2
City, State/Province
Zip/Postal Code

## OBJECT: PURCHASE ORDER LETTER

Dear [CONTACT NAME],

This is an order for the merchandise described below:

| QUANTITY | DESCRIPTION | UNIT PRICE | TOTAL |
|----------|-------------|------------|-------|
|          |             |            |       |
|          |             |            |       |
|          |             |            |       |

Please ship as soon as possible.  Payment terms shall be standard 2%10 / NET30.

Method of shipment: [SHIPING COMPANY]

Any questions regarding this order should be directed to:

[CONTACT NAME] AT [PHONE] EXT. [EXT].

Thank you for your prompt and expeditious handling of this order.

Sincerely,

Your name
Your title
(800) 123-4567
youremail@yourcompany.com

(Courtesy: https://tradecouncil.net/product/business-templates-purchase-order-letter/ )

**6.2.5 Agenda:**

Business correspondence or business meetings are always kept in order and follow a fixed schedule. Business meetings or any formal meetings also follow a pre-decided order, have a line-up of topics ready and are already distributed among those who are expected to be joining the meeting. Nothing in the business or formal world goes without a schedule and pre-set order. In line with that, the agenda for a meeting is a document that enables the schedule preparation finished before the meeting begins. Agenda, which is also referred to as a docket or simply schedule, is a document that carries a list of issues, activities or points in an order as they are going to be taken up for the discussion during the meeting. In a nutshell, an agenda is a pre-prepared list of the course of the meeting from the beginning until the adjournment (end).

An agenda is a document that helps to set the meeting in order and limit by enlisting a number of fixed topics, items or issues to be taken up during the meeting. Those topics or items are also described with a fixed time duration assigned to each topic depending upon its importance and relevance. Therefore, an agenda includes an arranged and organized list of topics, the sub-topics (if there are any), objectives and aims with a concise time-frame allocated for the discussion and of the course of an entire meeting. The agenda is prepared as soon as the meeting is announced and circulated among the prospective attendees before-hand. Such a document enables every attendee to come to a business meeting prepared while adjusting their own schedule accordingly. Thus, an agenda ensures that the meeting is run in a smooth and systematic manner.

An agenda includes some important key elements as necessary components to be included in the document. Firstly, it includes the basic information such as a list of attendees with their professional designation; time, venue and date of the meeting; and any other requirement that is expected from the attendees or participants. Secondly, it should have a list of topics mentioned along with the presenter and a brief of the topic. Thirdly, a clear aim or

objective for each item/topic or a general objective of the meeting should be clearly mentioned. Lastly, it should leave some room for the topics that might take some extra time than assigned or the extra topics that are not included in the agenda or any other relevant topic that could be raised during the meeting. Hence, by preparing a systematic agenda of a meeting, the desired outcome or aimed goal can be set and achieved in the end. Therefore, it can be said that an agenda is a document that is prepared before a meeting takes place. Its circulation among the participants ensures smooth conduct of the meeting while aiming to achieve the set objective in the end.

Please check out the sample model below, of a business meeting agenda that is produced for your reference.

**Agenda**

| Meeting title | Date<br>Start time–End time |
|---|---|
| | |

**Meeting called by**     Name

**Attendees:**     Attendee list

**Please read:**     Reading list

**Please bring:**     Supplies list

|  | **Activity** | **Location** |
|---|---|---|
| **Start time – End time** | Line item 1 \| Presenter | |
| | Line item 2 \| Presenter | |
| | Line item 3 \| Presenter | |

|  | **Activity** | **Location** |
|---|---|---|
| **Start time – End time** | Line item 1 \| Presenter | |
| | Line item 2 \| Presenter | |
| | Line item 3 \| Presenter | |

| | **Activity** | **Location** |
|---|---|---|
| **Start time – End time** | Line item 1 | Presenter | |
| | Line item 2 | Presenter | |
| | Line item 3 | Presenter | |

| | **Activity** | **Location** |
|---|---|---|
| **Start time – End time** | Line item 1 | Presenter | |
| | Line item 2 | Presenter | |
| | Line item 3 | Presenter | |

**Additional Instructions:**

Use this section for additional instructions, comments, or directions.

(Courtesy:https://templates.office.com/en-in/all-day-meeting-agenda-formal-tm03991830)

*Check your Progress*

1. What is an agenda?

_____

2. Why is an agenda prepared?

_____

3. What information should an agenda include?

_____

**6.2.6 Minutes:**

Minutes are also referred to as minutes of a meeting, protocols or running notes taken during the meeting or instant notes or written records of the meeting. These are the current and updated records of the meeting prepared to understand the course of the meeting. Minutes carry or highlight the key issues that are discussed during the meeting, in line with the proposed agenda, important motions proposed or voted on and the activities that are conducted during the course of a meeting. It also notes some topics that were not discussed, or some new topics raised or discussed instantly during the meeting, despite not being mentioned in the agenda. In addition, it also mentions if the time-duration was extended while recording the presence and absence of the attendees or participants.

Minutes, in a nutshell, is a document that can give a clear view of the meeting that was held, including the detailed discussion, decisions taken or withheld, topics discussed, time taken

for each topic and its elaborate or brief discussion, the participants and their stand-in-favour or against-a-motion or vote, some new relevant issues raised and the decisions taken on those, including the list of remaining topics that were left to be included in the next meeting and so on. The minutes of the present meeting also carry information of the previous meeting, its concluding remarks and motions to be included in the present meeting. Similarly, minutes of the present meeting also includes information of the next meeting, planned venue, time, and date, and a list of topics to be discussed with a list of attendees.

There are some important structural aspects of information that must be included in the minutes of the meeting. They are as mentioned below:

- A clear title should be prepared.
- Date, time, venue of the meeting should be mentioned.
- A list of the participants should be mentioned.
- A separate list of present and absent participants should also be mentioned.
- Purpose or objective of the meeting should be clearly written.
- A list of clear agenda or items must be prepared, besides the topics discussed and decisions taken.
- A list of topics that were not discussed, despite being in the agenda
- Any other additional relevant topic and discussion, or decision taken
- Actions/votes/motions passed during the meeting
- A list of participants agreeing or disagreeing with different motions passed or not passed
- Total course of time of the meeting
- Venue, date and time of the next meeting
- A tentative agenda for the next meeting
- Any other attachment that needs to be attached/included with the minutes

Please find a sample model of minutes below for your reference and understanding.

| | | DATE: | Thursday, March 3, 2019 |
|---|---|---|---|
| | | TIME: | 10:30 AM |
| | | LOCATION: | Conference Room B |

| MEETING | Sara Hudson | MINUTE | Anna James |
|---|---|---|---|
| TYPE OF MEETING: | Purpose | TIME | Steve Hart |
| FACILITATOR: | Sara Hudson | | |

**ATTENDEES PRESENT:**

| | | | |
|---|---|---|---|
| Sara Hudson | Steve Hart | Sara Hudson | Steve Hart |
| Steve Hart | Sara Hudson | Steve Hart | Sara Hudson |
| Sara Hudson | Steve Hart | Sara Hudson | Steve Hart |

**AGENDA TOPICS**

**[Agenda Topic Here]**

| TIME ALLOCATED: | 5 min | PRESENTED BY | Anna James |
|---|---|---|---|

Discussion: Remarks

Conclusion: Remarks

| ACTIONS | ACTION TO BE TAKEN BY | DATE TO BE ACTIONED BY |
|---|---|---|
| [Action Topic Here] | Ken Smith | Friday, April 15, 2019; 1:00 PM |
| [Action Topic Here] | Ken Smith | Friday, April 15, 2019; 1:00 PM |

**[Agenda Topic Here]**

| TIME ALLOCATED: | 5 min | PRESENTED BY | Anna James |
|---|---|---|---|

Discussion: Remarks

Conclusion: Remarks

(Courtesy:https://corporatefinanceinstitute.com/resources/knowledge/other/meeting-minutes/)

*Check your progress*

1. What are meeting minutes?

2. Why are they prepared?

3. Are minutes prepared during the meeting?

### 6.2.7 Conclusion:

Different kinds and types of business documents are essential written drafts. They hold a significant place in the smooth running of an organization, and the preparation and sharing information of a business/professional meeting or submission of the written record of the same. The documents such as business reports, memoranda, circular letters, order letters, agendas and minutes are significant written documents that require proficiency and expertise of the writer. These are the documents that hold central significance in maintaining key records of the meetings held, smooth conduct of a professional written conversation, while at the same time keeping records of every step in the form of professionally prepared documents, such as reports, memos, circulars, orders, agendas, and minutes.

Business writing or technical/professional writing is an essential skill that is in demand these days. This is a skill that ensures that a prospective employee is not only an excellent communicator when it comes to holding an oral conversation but is equally skilled at preparing nuanced, formal, technically accurate and well-researched written documents. Earlier the focal point of required professional expertise was in the skilled spoken language which certainly carries a significant weightage even today. In those days some employees were dedicatedly kept to preparing written documents while others were assigned the responsibilities of managing oral communication. However, over a period, with rapidly changing times, it is evident that a skilled and proficient employee is a skilled writer and speaker. Such are employees who are not only smart speakers but are equally updated and accomplished writers, who can impress the listener and a reader equally.

In addition, all of the written documents mentioned above that have been discussed in detail in the whole chapter, share a few key aspects in common, despite their differences depending on their requirements on different occasions. For instance, simple, accurate, and brief summary while avoiding unnecessary lengthy write-ups or explanations, prepared using business jargon, inclusion of only required information, exclusion of any unnecessary information, elaboration or examples, a well-structured and well-formatted draft, details of information

included in an apt hierarchical manner, a well-researched document which is updated and upgraded with other significant details are some aspects that are applicable to different degrees in different documents.

Therefore, formal writing is considered as one of the essential professional skills that requires constant and persistent efforts on the part of the writer to improve and get better at it.

*Check your Progress*

1. Why are different types of formal written documents prepared?

_____

2. How do these documents serve the purpose of sharing the official information?

_____

3. Why should formal writing be considered a skill?

_____

## 6.3   Learning Outcomes

- Students learn the importance of writing a professional document during the process of written communication
- Students learn and understand the benefits of learning and polishing the formal/business writing skills to stand out in the professional crowd
- Students learn to express themselves better while preparing a structured written draft of any formal document
- Students learn to own and accept their mistakes, acknowledge the importance to learn from them and augment their business writing skills
- Students learn how writing a technically sound and accurate written document can improve their chances of getting placed soon and at a better place
- Students learn and acknowledge the importance of technical/business writing skills and sincerely work hard to improve it over the period

## 6.4   Glossary

**Jargon:**      A technical terminology unique to the particular subject/area of expertise, here, business or formal or technical jargon

**Memorandum:**        A short note or notice used in the business environment

**Technical writing:**    Writing related to a particular discipline, here, business writing

**Format and structure:**    The form of presentation of something, here, a formal document, such as report, memo, circular, order letter, agenda, and minutes

**Adjournment:**        An act of ending or suspending an event, here, meeting

**Business writing:**    Commercial or formal writing

**Acknowledgement:**  An act of admitting the knowledge of someone's skills or some official information

**Apprehension:**      The act of seizing or expressing anticipated ideas, especially unfavourable ideas

## 6.5   Sample Questions

### 6.5.1 Objective Questions:

1. Define the term 'business writing.'

2. Can technical or business writing be considered a skill? Please answer in either yes or no.

3. Define business report writing.

4. What key components should be included while preparing a memorandum?

5. Why is a memo prepared?

6. Mention one key point that cannot be missed while preparing an order letter?

7. Who prepares an agenda?

8. Why are minutes of a meeting prepared?

9. Note one point that should be considered while preparing a formal document.

10. Why should Minutes of a meeting be circulated among the participants, once prepared?

### 6.5.2 Short Answer Questions:

1. What key sections should be included while preparing a circular letter? Mention two benefits of the same.

2. What points should be included while preparing an official report? Write an answer with suitable examples from the chapter.

3. Why is formal writing considered an essential skill to be learnt by a prospective employee?

4. What essential aspects should be considered while preparing minutes of the meeting?

5. Who prepares minutes for a meeting?

### 6.5.3 Long Answer Questions:

1. Write a detailed note on the agenda with suitable examples.

2. Prepare a sample of the minutes of a meeting by following the above-mentioned agenda and state its significance in five sentences.

3. Write a brief note on all the formal documents described through the chapter.

## 6.6   Suggested Learning Resources

1. Bargiela-Chiappini, F., & Nickerson, C. R. (2014). *Writing business: Genres, media and discourses*. Routledge.

2. Blake, G., & Bly, R. W. (1993). *The elements of technical writing* (p. 173). New York, NY: Macmillan.

3. Cleland, J. K. (2014). *Business writing for results: how to create a sense of urgency and increase response to all of your business communications*. Diversion Books.

4. Davidson, W. (2015). *Business Writing: Proven Techniques for Writing Memos, Letters, Reports, and Emails that Get Results*. St. Martin's Griffin.

5. Davis, K. W. (2010). *Business writing and communication*.

6. Rivers, W. E. (1994). Studies in the history of business and technical writing: A bibliographical essay. *Journal of Business and Technical Communication*, *8*(1), 6-57.

7. Scammell, A. (2006). Business writing for strategic communications: The marketing and communications mix. *Business information review*, *23*(1), 43-49.

# Unit - 7: Formal and Informal Letters

## Structure

**7.0** Introduction
**7.1** Objectives
**7.2** Formal Letters
    **7.2.1** Purposes of a Formal Letter
    **7.2.2** Key Features of a Formal Letter
    **7.2.3** Structure of a Formal Letter
    **7.2.4** Informal Letters
    **7.2.5** Purposes of an Informal Letter
    **7.2.6** Key Features of an Informal Letter
    **7.2.7** Structure of an Informal Letter
    **7.2.8** Difference between Formal and Informal Letters
    **7.2.9** Example of a Formal Letter
    **7.2.10** Example of an Informal Letter
    **7.2.11** Summary
**7.3** Learning Outcomes
**7.4** Glossary
**7.5** Unit-end Exercises
**7.6** Suggested Learning Resources

## 7.0 Introduction

The ability to communicate effectively is an essential skill in both personal and professional settings, and one of the primitive and most enduring forms of communication is letter writing. Despite the advancement of technology and digital communication, letter writing nevertheless holds a significant place in our daily lives. Whether it is to convey messages, express emotions, share information, or make requests, letters serve as a crucial means of communication. Letter is a structured form of expression that helps people to communicate across distances and time, and it is as relevant today as it was centuries ago, though in evolved forms such as emails and text messages.

Letters can broadly be classified into two main types: formal and informal. These two categories of letters are different from one another significantly in their tone, structure, purpose, and the audience. Understanding when to use formal or informal letter, and how to structure

them correctly, is important for effective communication. The difference between formal and informal letters becomes evident not only in their language style but also in the way the relationship between the writer and the recipient is being established.

A formal letter is typically used for professional or official interactions. These letters maintain a respectful, neutral tone and follow a clear, precise structure. A formal letter can be used for a variety of purposes, including job applications, complaints, official inquiries, and correspondence with a corporation, organization, or government institution. These letters are written with a high level of formality and professionalism, ensuring that the message is received clearly, pleasantly, and efficiently.

In contrast, an informal letter is used for personal communication with a friendly, easygoing, and warm tone. Informal letters are frequently written to friends, family members, or intimate acquaintances and provide the writer more leeway in terms of language and format. These letters may contain personal experiences, communicate emotions, or simply serve as a means of staying in touch. Informal letters, unlike formal letters, do not have a set format, allowing the writer to be more creative and expressive.

The primary function of both kind of letters is the same: to convey a message. However, the approaches taken in terms of tone, format, and content vary widely. Formal letters require clarity, professionalism, and strict adherence to a predetermined format, whereas informal letters allow for personal expression, flexibility, and a conversational tone. Understanding these distinctions ensures that your message is relevant to the audience and situation.

This chapter will examine the differences between formal and informal letters, including their format, goals, and best practices. We will also look at how the use of each form of letter affects the perception of the message and the relationship between the writer and recipient. Understanding these two writing styles helps prepare you to communicate successfully in a number of circumstances, whether you're sending a professional email or an emotional note to a friend.

## 7.1  Objectives

By the end of this unit, you will be able to:

- Understand the purpose of letter writing and recognize its significance in both personal and professional settings

- Identify differences between formal and informal letters

- Master the structure of a formal letter

- Write an Effective Informal Letter

- Enhance Communication Skills

- Apply Letter Writing in Various Contexts

## 7.2   Formal Letters

Formal letters are used for business, legal, and academic communication. It is written in an objective, polite, and impersonal tone, following a specified format. Formal letters are usually addressed to commercial groups, government authorities, educational institutions, or anybody in a professional capacity. The language employed is exact, unambiguous, and lacks personal feelings or colloquial expressions.

### 7.2.1 Purposes of a Formal Letter:

Formal letters serve a number of objectives, all of which attempt to retain professionalism and clarity. Common reasons to write a formal letter are:

- Business correspondence includes letters regarding questions, orders, complaints, proposals, and job applications.

- Document legal things such as contracts, notices, and official communications. Examples of official requests include employment applications, permission requests, and document requests.

- For academic purposes, send letters to universities or schools about admissions, scholarships, or information requests.

- Government correspondence, including applications, complaints, and feedback on civic affairs.

### 7.2.2 Key Features of a Formal Letter:

The structure and tone of a formal letter distinguish it from various types of correspondence. Here are some important aspects of a formal letter.

- Maintain a respectful, polite, and professional tone throughout your communication. Contractions (such as "can't" or "won't") and slang are avoided. Instead, language should be professional and grammatically correct.

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- The letter should clearly state its aim within the first few phrases. The reader should not have to infer the letter's intent.

- Formal letters have a precise format that ensures uniformity and professionalism.

- Formal letters are objective and impersonal, focused only on facts, demands, or information.

**7.2.3 Structure of a Formal Letter:**

A formal letter follows a rigid framework, allowing the message to be conveyed professionally and clearly. Here is a step-by-step summary of the typical format for a formal letter:

**Sender Information:**

The letter opens with the sender's contact information in the upper left corner. This ensures that the receiver understands where the letter is coming from and how to reach the sender.

- Name of the sender

- Sender's address (Street, Lane, City, Zip code)

- Contact details (Phone number and email address)

- The date is written directly under the contact information (aligned to the right)

**Receiver's Information:**

Following the sender's details, the receiver's information is provided, starting a few lines below the sender's address. This should include:

- Name of the recipient (include the title, e.g., Mr., Ms., Mrs. Dr.)

- Designation or position (e.g., Manager, Principal, CEO)

- Company or Organization name

- Full address of the recipient

**Subject Line:**

The subject line is a concise, straightforward phrase that summarizes the letter's objective. It usually follows the recipient's information. For example:

**Subject**: Applications for Marketing Manager Position

This sentence is critical because it allows the recipient to immediately comprehend the letter's intent.

Formal letters should start with a respectful greeting. The salutation varies depending on the relationship with the recipient. Common greetings include:

- Dear Mr. Swapnil (if the recipient's name is known)

- To Whom It May Concern (if the recipient is unknown)

Avoid using informal salutations like "Hey" or "Hi" in formal letters.

**Body of the Letter:**

The body of a formal letter should be clear and concise. It typically consists of three parts:

1. Introduction: Writers should explicitly describe their reason for writing. Whether it is an inquiry, complaint, or job application, the purpose must be stated at the outset to provide context.

Example: I'm writing to inquire about the Marketing Manager post that was recently offered on your website.

2. Main Content: This is the letter's main body, where the writer expands on the subject, provides extra information, or makes a formal request. Facts and details must be provided in an orderly manner.

For example, I believe I am qualified for the role based on my five years of expertise in digital marketing and brand management. I have attached my résumé for your perusal, and I would appreciate the opportunity to further discuss how I may help your team.

1. Conclusions: The final paragraph usually offers a call to action, a professional request for a response, or a final remark of gratitude. The writer should also provide any attachments (e.g., résumé or documents).

Example: Thank you for taking the time to consider my application. I am looking forward to exploring this opportunity with you more.

**Closing:**

The conclusion of the letter should reflect the tone of professionalism used throughout the letter. Common formal closings include:

- Yours sincerely (when the recipient's name is known)
- Yours faithfully (when the recipient's name is unknown)

**Signature:**

The sender's name should be handwritten below the closing (if the letter is physical). If the letter is typed, follow the signature with the sender's complete name typed underneath. If applicable, the sender's title or position may be mentioned.

**7.2.4 Informal Letters:**

Informal letters are those that are written in a casual, relaxed tone, usually for personal communication. It is typically addressed to family members, friends, or acquaintances. Unlike

formal letters, informal letters have a more flexible tone and structure, allowing the writer to express oneself freely without conforming to rigorous restrictions.

**7.2.5 Purposes of an Informal Letter:**

Informal letters are typically used for personal correspondence. Below are some common reasons for writing an informal letter:

• Personal messages include catching up with friends and family, exchanging news, and staying in touch.

• Inviting people to social events, such as birthday parties or casual gatherings.

• Use thank you cards or apologies to express gratitude or apologize for personal matters.

• Congratulatory notes for new jobs, weddings, and personal achievements.

• Sharing updates: Sending updates on life events, trips, or simply asking on the recipient's well-being.

**7.2.6 Key Features of an Informal Letter:**

Informal letters are distinguished by their freedom in terms of style, organization, and vocabulary. The tone is pleasant, inviting, and even emotional. Here are the main characteristics of an informal letter:

• Language: Informal, conversational, and personable. Contractions (e.g., "I'll" or "you're"), slang, and even humor are all acceptable.

• No rigid construction or layout is required. The format is adaptable, and the letter may be long or short, depending on the relationship and purpose.

• Informal letters enable individuals to freely communicate their thoughts, emotions, and opinions.

• Recipient: Typically intended for friends, family, or intimate acquaintances.

**7.2.7 Structure of an Informal Letter:**

Even though informal letters are more relaxed, they still follow a basic structure for clarity and comprehension. Let us see how to write an informal letter:

**Sender's Address:**

Even in informal letters, it is essential to include the sender's address at the top right corner, so the recipient could know where to send a reply. Date can also be added just below the address.

**Salutation:**

The salutation in an informal letter is usually casual and reflects the nature of the relationship. For example:

- Dear Sarah,
- Hi Rohit,
- Dearest Grandpa,

You can also add affectionate greetings such as "Hello my dearest friend" if you have a close bond with the recipient.

**Body of the Letter:**

The body of an informal letter is flexible, and here you can write freely. However, it typically consists of three parts:

1. Introduction: In introduction, we generally start with a casual greeting or ask about the recipient's well-being. The tone used is light and friendly.

   Example: *How are you? It's been so long since we last met! I hope everything is going well for you.*

2. Main Content: Here, you can share personal updates, news or thoughts. Because this is informal, you can freely express your emotions or ideas in a casual manner. It may also include details of daily life, plans, or even opinions.

   Example: *I've been so busy lately, especially with school work, but I wanted to tell you about my recent trip to Jaipur. It was incredible! The food, the culture, everything was amazing.*

3. Conclusion: End the letter by asking the recipient to reply, expressing hopes for a future meeting, or offering well wishes.

   Example: *I hope we will meet soon. Do write back when you get the chance—I'd love to hear what you've been up to! Take care, be happy and stay safe.*

**Closing:** The closing of an informal letter can be casual and affectionate. Common closings include:

- Best wishes,
- Lots of love,
- Take care,
- Yours truly,

**Signature:** Sign off with your first name or a nickname, as formal signatures are not necessary in informal letters.

### 7.2.8 Difference between Formal and Informal Letters:

To understand the distinction between formal and informal letters further, let us see the differences between the key elements of both:

| Aspect | Formal Letter | Informal Letter |
|---|---|---|
| Purpose | Professional or official communication | Personal or casual communication |
| Tone | Polite, respectful, and objective | Friendly, casual, and often emotive |
| Language | Formal, grammatically correct, no slang | Informal, conversational, can include slang or contractions |
| Format | Rigid structure and layout | Flexible structure, no strict layout |
| Salutation | "Dear Mr./Ms. [Last Name]," or "To Whom It May Concern" | "Dear [First Name]," "Hi [First Name]" |
| Audience | Business colleagues, officials, institutions | Friends, family, acquaintances |
| Closing | "Yours sincerely," "Yours faithfully" | "Best wishes," "Take care," "Love" |

### 7.2.9 Example of a Formal Letter:

[Sender's Information]

123 Central Street

City, State 56789

Email: jack.doe@email.com

Phone: (123) 456-7890

[Date]

[Recipient's Information]

Ms. Sarah

Hiring Manager

XYZ Corporation

456 Park Avenue

City, State 12345

Subject: Application for the Marketing Manager Position

Dear Ms. Sarah,

I'm writing to express my interest in the Marketing Manager position listed on your company's website. With over six years of expertise in digital marketing and a track record of increasing brand visibility, I am convinced that my talents match the needs of this position.

Please find my résumé and portfolio attached for review. I would welcome the opportunity to discuss how I may contribute to your company's continued success. Thank you for considering my application.

Yours sincerely,

Jack Doe

## 7.2.10 Example of an Informal Letter:

[Sender's Address]

789 South Lane

City, State 23456

[Date]

Dear Saurabh,

I hope this letter finds you in good health and spirits! It's been far too long since we last caught up. I just wanted to check in and see how things were going for you. Life has been stressful here, but I finally have some great news: I'll be moving to a new apartment next month!

Let's make sure we get caught up quickly. How about we meet for coffee next week? I miss our conversations! Please let me know when you are free.

Take care,

Jayveer

## 7.2.11 Summary:

Even in this day and age of emails, text messages, and immediate communication, letter writing remains an essential skill. While technology has enabled new forms of communication, the ability of writing a well-structured letter—whether formal or informal—remains highly regarded in both professional and personal situations.

Formal and informal letters serve different but equally significant functions in human communication. Formal letters are crucial in corporate, legal, and official settings. Their major purpose is to communicate accurately, respectfully, and professionally. Whether you're looking for a job, filing a complaint, or submitting a formal request, these letters require careful consideration of tone, structure, and wording. The strict style of formal letters provides clarity

and efficiency, which is critical when dealing with authority bodies, when ambiguity or casual wording might lead to misunderstandings or misinterpretation.

On the other hand, informal letters allow you to share your unique views, feelings, and experiences. These letters are often addressed to family members, friends, or intimate acquaintances and allow for a more casual, conversational tone. Here, the rules are more casual, allowing for emotions, informal language, comedy, and personal anecdotes. The appeal of an informal letter stems from its capacity to express warmth and personal connection, frequently transcending distances and building relationships.

Understanding the distinction between these two types of communication is essential for success in both personal and professional settings. A letter that is overly informal in a business situation may appear rude or unprofessional, whereas a formal tone in a personal letter can come across as cold or distant. Each type necessitates a thorough grasp of the writer's relationship with the recipient, the goal of the communication, and the desired outcomes.

In today's globalized world, where email and digital messaging rule supreme, letter-writing abilities are still highly valuable. Many firms still require formal letters for important communications including job applications, official complaints, and formal requests. Similarly, a handwritten informal letter may be a heartfelt method to keep lasting ties, especially because internet messaging can often feel impersonal or transient.

Additionally, developing the skill to write both professional and informal letters improves communication abilities overall. Learning whether to use formal or casual language improves one's ability to express the appropriate tone in other types of communication, such as emails, presentations, and even in-person discussions. The attention and thoughtfulness necessary to write a letter frequently results in better deliberate communication overall.

To summarize, formal and informal letters are two sides of the same coin in the world of communication. Both are essential in modern life, whether navigating business interactions or cultivating personal bonds. Being able to write both kinds allows you to communicate with clarity, appropriateness, and empathy, regardless of the situation. With a complete understanding of when and how to utilize each sort of letter, you can be confident that your message will always be delivered in the most effective and suitable manner, thereby improving both your professional reputation and personal relationships.

Mastering the technique of letter writing teaches you the art of concise, intelligent, and compelling communication, which is one of the most important skills for success in any walk of life.

## 7.3   Learning Outcomes

After going through this unit, students now:
- Understood the purpose of letter writing and recognized its significance in both personal and professional settings
- Identified differences between formal and informal letters
- Mastered the structure of a formal letter
- Write an Effective informal letter
- Enhanced their communication skills
- Apply letter writing in various contexts

## 7.4   Glossary

**Formal Letter**: A type of letter written in a professional tone.

**Informal Letter**: A type of letter written in a casual, personal tone.

**Salutation**: The greeting at the beginning of a letter.

**Subject Line**: A brief statement summarizing the purpose of a formal letter.

**Body**: The main content of a letter, where the main message is conveyed.

**Closing**: The part of a letter that brings the message to an end.

**Tone**: The attitude or style of writing in a letter.

**Recipient**: The person to whom the letter is being addressed.

**Enclosure**: An additional document or item that is sent along with the letter.

**Contractions**: Shortened forms of words or phrases.

## 7.5   Sample Questions

**7.5.1 Objective Questions:**

1. Which of the following is a key feature of a formal letter?

(a) Use of casual tone

(b) Flexible structure

(c) Professional language

(d) Absence of salutation

2. What is the primary purpose of an informal letter?

(a) To apply for a job

(b) To communicate with friends or family

(c) To lodge a complaint

(d) To request official information

3. Which part of a formal letter contains the purpose of the letter?

(a) Salutation

(b) Body

(c) Subject line

(d) Closing

4. In which type of letter are contractions (e.g., can't, won't) commonly used?

(a) Formal letters

(b) Informal letters

(c) Business letters

(d) Official letters

5. What is the usual closing for a formal letter?

(a) Love

(b) Yours sincerely

(c) Take care

(d) Best wishes

6. Which of the following is NOT an example of a formal letter?

(a) Job application letter

(b) Complaint letter to a company

(c) Invitation to a friend's party

(d) Cover letter for a resume

7. Where is the sender's information located in a formal letter?

(a) At the end of the letter

(b) In the body

(c) At the top of the letter

(d) Below the signature

8. Which of the following salutations is appropriate for a formal letter?

(a) Dear Mr. Johnson

(b) Hey there!

(c) Hi John

(d) What's up!

9. Which type of letter is more likely to include enclosures?

(a) Informal letter

(b) Formal letter

(c) Both formal and informal letters

(d) Neither formal nor informal letters

10. Which of the following words best describes the tone of a formal letter?

(a) Friendly

(b) Polite

(c) Emotional

(d) Casual

## 7.5.2 Short Answer Questions:

1. What is the primary difference between formal and informal letters?

2. Why is it important to use a subject line in a formal letter?

3. What kind of tone is generally used in an informal letter?

4. Name two typical closings for a formal letter.

5. When should contractions be avoided in letter writing?

## 7.5.3 Long Answer Questions:

1. Discuss the key differences between formal and informal letters, including their structure, tone, and purpose.

2. Explain the importance of tone and language in formal letters. How can the wrong tone affect the outcome of a formal letter?

3. How has letter writing evolved in the digital age? Compare traditional letters with modern forms of written communication.

## 7.6   Suggested Learning Resources

1. Blake, G., & Bly, R. W. (2015). *The elements of business writing: A guide to writing clear, concise letters, memos, and reports*. HarperCollins.

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5. Murphy, H. A., & Hildebrandt, H. W. (2017). *Effective business communications* (9th ed.). McGraw-Hill.

6. Murray, N. (2016). *Writing essays and reports in English* (2nd ed.). Oxford University Press.

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9. Quinn, K. (2019). The importance of letter writing in the digital age. Grammarly Blog. Retrieved from https://www.grammarly.com/blog/importance-of-letter-writing/

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# Unit - 8: Business Communication

## Structure

## 8.0 Introduction

The word "communication" is coined from a Latin word, "*communis*", which means "to share." It is used for creating relationships and ensuring that an organization makes things possible. In communication, every message being communicated has a definite objective or a purpose to convey. It is a process in which a message or information is being conveyed from the sender to the receiver either to instruct, request, persuade, teach, inspire, or inform about something. It is essential in communication to convey to the receiver a message that is clear, pertinent, and unambiguous. It is equally important that the conveyed message is received without any distortion or disruption. For effective and successful communication, it is essential that both, the sender and the receiver, take care of what is being conveyed and what is being received. If the message or information being conveyed by the sender is misinterpreted or muddled by the receiver, it will surely create confusion that will result in loss of effort. It will, in addition, result in a communication barrier or gap.

Hence, it is essential that both, the sender and the receiver, convey and understand the same essence of the message to be in a successful as well as effective communication process. In

human life, communication is a basic and key process. It was Aristotle, who in his book *Rhetoric,* gave communication a proper framework. He projected the simplest model of communication in which all elements i.e., sender, receiver, context, and message have an essential part. It was the basic model that was adopted by all the communicative theories later. Lasswell added the element of "channel" being utilized by the sender. Communication is a process that has a dual way. It is not all about sending a message or information to another person involved in the communicative process, rather it is equally essential for the receiver to comprehend the words or signals being conveyed by the sender. Hence it is a dynamic process, and it is deemed successful once the sender's intended message or information is comprehended similarly by the recipient.

## 8.1   Objectives

This Unit aims to teach you the essentials of communication including its definition, importance, process, types, and barriers. In addition, special attention is paid to the 7 Cs of Communication. The following are the learning objectives:

- to make you familiar with the term communication especially the importance and process of communication
- to make you aware about the difference between verbal and nonverbal communication
- to make you comprehend different steps of the communicative process
- to enable you to draw a distinction between different Cs of communication
- to make you recognize the distinction between verbal and nonverbal communication
- to make you aware of the terms source, context, interference, channel, message, environment, and receiver

## 8.2   Essentials of Communication

### 8.2.1 Meaning and Definition:

Communication can be termed as a process in which two or more people are involved to share or exchange ideas to have a relationship or understanding among themselves. According to M.W. Cumming, communication indicates the process of conveying information, ideas, or opinions from sender to receiver to establish an understanding between them. Communication

can be either verbal or nonverbal in which signs, symbols, and actions take part to convey the required information. Communication can be defined as a process of creating or establishing understanding not necessarily of only visible nature. In addition, communication has been termed as a personal process that involves transitions of attitudes and behaviors at diverse levels. As it is a process that takes place among people, surroundings and the context play a key role in making communication successful. Communication has been defined by various authors as follows:

> "Communication is the transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver." (G. G. Brown)

> "Purposefully and actively exchanging information between two or more people to convey or receive the intended meanings through a shared system of signs and (symbols)."

> "Communication is the process of passing information and understanding from one person to another." (Keith Davis)

> "Communication is the intercourse by words, letters or messages." (Fred G. Meyer)

> "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening, and understanding." (Louis A. Allen)

### 8.2.2 Importance of Communication:

As mentioned earlier, communication is a basic fundamental process in human life. So, it is significant at personal, social, and business levels. At a personal level, it enables human beings to share, interact, inform, entertain, inspire, and persuade other human beings. It is also imperative for sharing information and communication of message. A person who is an effective communicator has proficiency in communicative skills that assist him or her to be more prominent in his or her professional life and to be a responsible human being. Through effective and successful communication, individual at a personal level makes friends and partnerships in various walks of life like a friend, business, or life partner. Communication assists in increasing the confidence and motivation among people at personal, social, and business levels. Further, it polishes the interpersonal skills of an individual.

At the societal level, communication has the strength to bind and get people united in a natural process. Relationships in society and among individuals are built by virtue of communication. Society is expected to move ahead based on the ideas, views, feelings, and

opinions being communicated. On the other hand, if there is a communicative barrier or gap it will have adverse effects as far as cohesion and cohabitation among people in society are concerned. In the absence of effective and successful communication, no society can make progress and prosperity in any walk of life. Communication is a key facet of creating and maintaining relations in a society. Effective and successful communication enables people of diverse societies to come and interact with each other for better collaboration and understanding. It assists in publicity and shares services among people within a society.

Communication is even more significant at the business level. It is deemed as the lifeline of a business ecosystem as is indicated in the words of Millet: "Communication is blood stream of an organization." For smooth functioning of a business organization, effective and successful communication is a must. Chester I. Barnard deems communication as a key tool that links and connects people in an organization or business ecosystem to accomplish a common goal and objective. To fulfill the objective of an organization or business society communication is a key factor. Communication assists in making pivotal decisions at the right time. It also ensures proper planning as well as collaboration among coworkers in an organization. It plays a key role in the collaboration of diverse branches of a single organization. It ensures trust among workers in a business ecosystem.

Thus, communication plays a significant role in the nourishment of interpersonal skills which is an ability to communicate or interact with other fellows in a good manner. Interpersonal skills attained through effective communication are essential for building positive relations in personal, societal or business environment for effective work to take place. As interpersonal skills are based on face-to-face interaction, people interact and exchange their opinions, feelings, and views by virtue of both verbal and nonverbal ways. Interpersonal skills are the key to the enhancement and productivity of any organization. Without proper communication and interpersonal skills, there would surely be a lack of smooth functioning among diverse departments of the same organization even among the employees and the employers. It is also imperative to indicate that those employees who have good interpersonal skills are more productive and higher in rank as compared to those who are deficient in their communicative or interpersonal skills.

### Check your progress

1. Communication is a _____ of meaning.

_____

2. Communication is a basic fundamental _____ in human life.

_____

### 8.2.3 Process of Communication:

The process of communication includes the steps that are important for effective and meaningful communication is concerned. This process consists of essential and interrelated components that contribute to making a meaningful communication.

The **source** is the first step that originates with the idea of sending or sharing an idea with others. The source can be either one or more than one person in the form of a group. The second element in a process of communication is the **message** that is intended to be conveyed. It can be an idea, message, or information that is intended by the source to share. It can even be an opinion, feeling, instruction, persuasion, suggestion, or request on the part of the source. The third key component in this process is the **channel** through which the source encodes the message. It can be either in the form of words, signs, signals, or gestures. Broadly speaking, a source can use either a verbal or nonverbal channel to encode his or her message. It can be even written or in a digital mode.

The next step or element of the communicative process is the **receiver** for whom the message is encoded by the source. The recipient or receiver is the one who is going to decode the message to comprehend it. However, it is essential for the receiver to give feedback if the communication or message is not successfully comprehended so that the source may try it again. The environment is related to the psychological or physical space in which the communicative process is taking place. It is also related to either the formal or informal environment of communication. Next essential element is the **context** of communication. It is related to the setting or scene that is in accordance with the psychological expectations of the sender and receiver on one hand and physical expectations on the other hand. Lastly, there are numerous forms of interference that affect effective communication. These are often related to noise and in communication, it can be related with poor audio, defective video quality, dim light, or unfocused image quality.

#### *Check your progress*

1. Mention any two components in the process of communication.

_____

2. Explain the term 'context.'

_____

**8.2.4 Verbal and Nonverbal Communication:**

Broadly speaking, communication can be categorized into two major types. One is called verbal communication which involves the use of language, while the other is termed as nonverbal communication which is carried out by using signs, symbols, gestures, and signals. In verbal communication, words are utilized to convey a message or information. Verbal communication can be both written as well as oral. Letters, texts, books, and emails are some examples of written communication while speech, conversation, interview, and hosting are the oral form of communication. On the other hand, body language is the main tool to convey a message or information in nonverbal communication. Waving, nodding, eye contact, handshakes, and finger tapping are some of the instances of nonverbal communication. In addition, sign language and expressions of emotions such as smile, and anger are also nonverbal forms of communication.

The verbal type of communication is the mostly used and understandable form of communication. That is why it is deemed as an essential tool in the communicative toolbox. Verbal communication either consists of written or spoken communication. Mostly informal communication is carried out through the utilization of oral or spoken forms of communication, while formal communication takes place most of the time through the consumption of words, in written form. The synchronous form of communication is usually immediate in real time like an interaction with a friend, but the asynchronous type of communication is that which takes place over a longer period without immediate occurrence. Letters, emails, and texting are typical examples of the asynchronous forms of communication. Then in verbal communication there are two types of communication, written communication is recorded while spoken or oral is non-recorded form of verbal communication.

Body language, signs, symbols, signals, and gestures ensure communication that is nonverbal in nature. In nonverbal communication there are numerous types of communication. Facial expressions are an important type of nonverbal communication as they communicate more than what is communicated through words most of the time. Feelings of sadness, happiness, or excitement are what is conveyed through facial expressions more amply than in verbal communication. Sometimes, facial expressions convey differently than verbal expressions. Gestures are forceful tools that make a message forceful and effective. Pointing, waving, smiling, or staring are key dynamics of gesture-based communication. Proximity is another type of nonverbal communication that is related to the speaker's distance from the audience or

listeners. For example, maintaining a shorter distance can be the sign of a threatening gesture while too much distance indicates awkwardness.

Touch is another key type of nonverbal communication that ensures the effectiveness or success of nonverbal communication. Touching hands, shaking hands, patting on back, and putting hands on shoulders are indicative of successful communication. These touching gestures also indicate the loving and affectionate nature of the communicator. However, touching signs convey different meanings in terms of gender of the speaker. Eye contact is yet another significant type of nonverbal communication that has an engaging as well as a persuading effect on listeners on the part of the speaker in nonverbal communication. It can also indicate honesty and trust. Appearance is also a sort of nonverbal communication. Outfit, dressing, and jewelry communicate more forcefully than verbal communication. They reveal a lot about the communicator and connect the speaker with the listeners in a nonverbal way.

*Check your progress:*

1. Give three examples of nonverbal communication.

   _____

2. Verbal communication can be both written as well as _____ .

**8.2.5 7 Cs of Communication:**

Communication is significant among human beings in general but when it comes to effective and successful communication on a bigger platform it becomes even more crucial. Among leaders and persuaders, there must be some key components that must be part of their communication to have fruitful results. Those who are well-versed in communication and have excellent interpersonal and communicative skills have more chances to lead and influence people compared to those who are not as well-versed. Those having deficient or poor communication skills are responsible for low motivation, productivity, and success rates among employees and the organization. Therefore, it is imperative for leaders and successful communicators to have the traits and skills, which are known as 7 Cs in communicative science. If communication has these 7 Cs in it, then it could compel, persuade, and create impact.

**1. Clarity**: The first and foremost among these skills is clarity. If the communication is clear, it means that there are more chances of the accurate message to be conveyed. For that, it is essential that the sender must know what he or she intends to convey and how to convey it. Language or signs that are used in communication must be clear enough to be understood properly. It must be attractive, persuasive, and should avoid unnecessary information. Try to

make the message short and to the point to have a long-lasting impression. On the contrary, if the message is unclear and ambiguous, it will spoil the whole message.

**2. Correctness**: Correctness is yet another key aspect of communication. It means what is being communicated must be correct in terms of grammar, language, and sense. In written communication, proofreading can be an effective technique to avoid any incorrectness. Correct spellings and appropriate words are keys as far as written communication is concerned.

**3. Conciseness**: Conciseness is another significant C of communication. It is related to the fact that concise communication uses only words which are unavoidable. Never utilize more words than required for effective communication. Brevity is important in communication. Concise communication saves time and energy of the sender as well as of the receiver. It is imperative to avoid repetition and unnecessary detail for concise communication. Use of action verbs in communication can also be handy in making the communication concise. Short, simple, and to-the-point message has a greater impact in good communication.

**4. Courtesy**: Be courteous while communicating. It means to take care of the feelings of the receiver while sending the message. It acts as a goodwill gesture that ensures a lasting relationship. Avoid discriminatory language to show sincerity with the receiver. Success and effectiveness of communication is measured on how listener or receiver takes or comprehends it.

**5. Concreteness**: The fifth C is concreteness. Communication must be concrete, meaningful, and clear to be successful and effective. Supply only facts which are available to make communication authentic and real. Vagueness and ambiguity may spoil the entire effect of communication. It must generally make use of the active voice. Be precise and avoid abstract ideas in communication.

**6. Consideration**: Consideration is yet another key component of an effective and meaningful communication. It means that the sender must consider himself in the position of the receiver while sending the message. Consider the issues and hurdles that the recipient might face. A good speaker or sender relates himself or herself with the recipient and tries to involve them.

**7. Completeness**: Last but not the least, the message should be complete. Incomplete message always has a poor impact on the recipient. If the message answers the questions of when, where, what and how, it means the message is complete.

*Check your progress*

1.  Write down any four Cs of Communication.

_____

2. Write briefly on clarity in communication.

_____

**8.2.6 Barriers in Communication:**

There can be numerous barriers or hurdles that might occur at any stage to disrupt the process of communication and that result in the failure of the message or information intended by the sender. That situation thus might lead to confusion and misunderstanding. There is also a risk of waste of time and effort on the part of both the sender and the receiver. Effective and meaningful communication requires these hurdles and barriers to be overcome to project a clear and concise message or information during the communication process.

Among the commonly used barriers is the use of jargon that might be unfamiliar or complex for the receiver to comprehend and it will result in the failure of communication as the message is not amply conveyed.

Sometimes the sender is unable to express his or her emotions due to some social taboos which can also lead to a barrier in communication. These taboos can be off limits or topics that are not easy to be spoken off in a particular context to properly execute the communicative process.

Lack of interest or involvement on the part of the receiver or recipient can be yet another major reason behind the communication gap. Sometimes distraction or irrelevancy on the part of the sender or the source also leads to a barrier or hurdle in communication. Differences in perceptions and opinions of both the sender and the receiver can also lead to a barrier and a hurdle in communication. Hearing or speech disability can also lead to a barrier in the verbal form of communication as it may lead to lack of communication between the sender and receiver. Visual disability or physical and psychological disabilities also lead to barriers in nonverbal communication as there are enough chances that the receiver is unable to see the signs, signals, gestures, and other body movements during nonverbal communication. When he or she is unable to see the gestures, how can proper and effective nonverbal communication take place? In the case of communication carried out through technology, assisted gadgets may be affected and become ineffective due to a technical glitch.

Differences of language between the sender and the receiver can also lead to hurdles or barriers in communication as both fail to understand one another. False assumption, expectation, and prejudice may also lead to collapse or failure of communication. In such cases people only want to hear what is in accordance with their expectations rather than what is conveyed and that

leads to distortion of message or information in communication. Cultural differences can also be a barrier in communication. Communicative norms vary in different cultures, and these may lead to failed or improper communication. Then there are physical and emotional communication barriers that may hamper impressive communication. Social distancing and remote communication are physical, while fear and mistrust are emotional communicative barriers in a communication. Language related barriers involve the way the speaker speaks in verbal communication.

Differences in communicative skills, as well as styles, can also lead to improper and ineffective communication as these vary from person to person. Communication requires engagement among the people involved in a communication. When there is no engagement, it is sure to spoil the commutative impact and lead to barriers in communication. Often an intricate and rigid organizational structure also leads to ineffective communication among coworkers. If little or too much information is loaded in communication, there are enough chances that it leads to barriers or hurdles in communication. It also has adverse effects on efficiency and productivity of the workers. Lack of clarity, consistency, and conciseness can also be major reasons for barriers in communication.

## 8.2.7 Let Us Sum Up:

The process of communication among human beings is fundamental and it is as old as human history itself. Even in the absence of language there was and is a form of communication that is carried through signs, gestures, and signals. Hence, communication can be verbal through the utilization of words, or nonverbal, carried out through signs, signals, and gestures. Without communication, there is no concept of life, society, or advancement. It is communication that has transformed human beings and human society to the most dignified position. Human beings have used the communicative medium to convey, exchange, and transport news, message, and information. In addition, it is effectively used at personal, societal, and business levels for advancement. In communication, sender, receiver, context, channel, source, message, environment, and interference play a pivotal role. Sometimes, a defect in any of these components results in a barrier or gap in communication that leads to confusion, misunderstandings, and misinterpretation which needs to be rooted out for effective and successful communication. To root out hurdles and barriers in communication, 7 Cs are very essential to keep in view while in a communicative process. These are: clarity, correctness, conciseness, completeness, concreteness, consideration, and courtesy.

## 8.3   Learning Outcomes

After going through the Unit, you are expected to have:

- learned the essentials, process, and importance of communication
- the ability to differentiate between verbal and nonverbal communication
- an understanding of the different Cs of communication
- become familiar with the terms source, context, interference, channel, message, environment, and receiver

## 8.4   Glossary

**Pertinent:**   Important, relevant, significant

**Ambiguity:**   Vagueness, uncertainty, haziness

**Distortion:**   Deformation, misrepresentation

**Disruption:**   Disturbance, interruption

**Muddled:**   Jumbled, tangled

**Framework:**  Structure, outline

**Accordance:**  Harmony, agreement

**Interference:** Intervention, meddling

**Illustrious:**   Famous

**Paramount:**  Chief, important

**Patting:**   Tapping

**Conciseness:**  Brevity, Terseness

**Jargon:**   A language characteristic of a particular group

**Hamper:**   Hinder, obstruct

## 8.5   Sample Questions

**8.5.1 Objective Questions:**

1.  The word communication has been derived from _____ language.

    (a) Greek

    (b) Latin

(c) Hebrew

(d) English

2. Source in a communication refers to the _____.

    (a) Receiver

    (b) Sender

    (c) Context

    (d) Message

3. What type of communication includes signals, signs, gestures, and symbols?

    (a) Written

    (b) Oral

    (c) Verbal

    (d) Nonverbal

4. The word "communis" means _____.

    (a) To direct

    (b) To request

    (c) To share

    (d) None of these

5. Communication can be broadly categorized into _____ types.

    (a) two

    (b) four

    (c) six

    (d) eight

6. Millet claims, "Communication is blood stream of an organization". To what level is this definition related?

    (a) Personal level

    (b) Social level

    (c) Private level

    (d) Business level

7. _____ defined communication as "the process of passing information and understanding from one person to another."

    (a) Fred G. Meyer

    (b) Keith Davis

(c) Louis A. Allen

(d) G. G. Brown

8. Who gave communication a proper framework or mechanism for the first time?

    (a) Wordsworth

    (b) Coleridge

    (c) Shelley

    (d) Aristotle

9. What type of role do the 7 Cs of communication have in communication?

    (a) To spoil communication

    (b) To make a meaningful communication

    (c) To disrupt communication

    (d) All of these

10. When the receiver or the recipient of the message is not able to encode the message in communication, it is called _____.

    (a) Effective communication

    (b) Meaningful communication

    (c) Failed communication

    (d) Successful Communication

**8.5.2 Short Answer Questions:**

1. What are the different steps that contribute to the completeness of the communication process?

2. What are the major types of verbal communication?

3. How will you describe and define communication?

4. Mention the key types of nonverbal form of communication.

5. What are the major hurdles or barriers in communication?

**8.5.3 Long Answer Questions:**

1. Define communication. What is the role of 7 Cs in effective and successful communication?

2. Why is communication important in personal, social, and business ecosystems? Illustrate your answer.

3. What is the difference between verbal and nonverbal communication?

## 8.6   Suggested Learning Resources

1. Bovee, Courtland, L., John V. Thill and Barbara E. Schatzman. *Business Communication Today*. Delhi: Pearson Education (Singapore) Pte. Limited, 2018.

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# Unit - 9: Email, Communication

## Structure

## 9.0  Introduction

With the advent of the Covid-19 pandemic, there has been an immense change in the mode and way of living, meeting, doing business, and in almost all walks of life. From physical to virtual or online transition has been a phenomenal experience during and after the pandemic. Social media and online tools have proved to be the best means to connect and interact with people remotely in an effective, efficient, and fruitful way just like face-to-face meetings. Even before the pandemic there was much movement in the fast-growing digital world towards online meetings, but the advent of the pandemic expedited the tempo to the extent that now these tools and platforms are being utilized by everyone, from a student to a teacher, a businessman to a layman, a politician to a sportsman, alike. Amid the concept of social distancing, it was these tools or meeting platforms that have helped in smoothly conducting classes, businesses, meetings, shopping, and interaction among friends and family members. Social media is a term that refers to the utilization of computer assisted tools to facilitate communication and interaction, and to provide an opportunity to meet virtually. It is an internet based quick and effective medium used for electronic meetings at large.

An online meeting which is also known as a virtual conference or meet-up is a mode of communication and meeting that ensures the involvement of various, rather a large number of people to connect and interact through a single platform by being physically away from each other, from any corner of the globe. With the assistance of digital tools such as internet, laptop, computer, and mobile phones people can interact and communicate, run their business, conduct training, and even arrange workshops and meetings. For this purpose, social media apps or platforms have proved to be the best and easiest way of communication especially during the covid-19. These include Twitter, Facebook, Instagram, and WhatsApp. In addition, Zoom, Google Meet, Microsoft Teams, and Skype have also attained considerable importance as online meeting platforms.

## 9.1 Objectives

The objectives of this Unit are to:
- make you familiar with the term online meeting and the importance and advantages of virtual meetings
- make you aware about the differences between online and face-to-face mode of meetings
- make them comprehend different types of social media
- explain social media and online modes of meetings

## 9.2 Social Media and Online Meeting Platforms

### 9.2.1 Types of Social Media:

Social Media is a platform for online meetings that may take the shape of numerous "tech-enabled activities". These activities might range from video sharing, social gaming, blogging, social networking, photo sharing, virtual meetings, reviewing, business and personal networking and even more. It is by virtue of these varieties that are provided by social media that there are over 4.5 billion users of social media around the world. Initially, it was originally meant for personal and social contact among people of the world but now it has become an imperative tool for business, publicity, meeting, and even learning. It has a good effect on sharing anything instantly across the world in a matter of seconds. It is something that is ever-changing, evolving,

and improving itself. New apps and networks are included with every passing moment, adding more diversity and variety.

Although it is deemed that these tech-enabled activities are meant for only young age group,  they have attained popularity among people of every age and social group. Now, even governments and politicians are utilizing this medium to convey their message and persuade their voters and supporters. The use of Twitter in the recent American elections has attested its power. For an individual, it is a personal space and sharing platform. For other people, it is a platform to advertise job opportunities and for some people it is a place to search for work opportunities. Some people utilize this medium to express their opinions, views, and feelings in the form of blogs. For businesses, it has become an indispensable tool to engage, attract and approach customers. For business agencies it is a form of advertisement and persuading their potential customers to order their products and have them delivered to their homes in a quick span of time.

It has also enabled businessmen, organizations, and online stores to evaluate and assess the trends, ratings, and likings of their customers about the products that are being displayed on social media platforms. Social media enables them to communicate with each other, sharing pictures and videos with each other to authenticate the originality and authenticity of the products prior to buying or selling those products. Social interaction or communication has now taken the form of e-commerce sites and groups. It has given great impetus to business as everything can be accessed and searched on an e-commerce website. Lastly, social media has a great role in holding online meetings for numerous purposes. It is equally popular for business, personal and instructional meetings. Online workshops and conferences are being held virtually to enable people from around the globe to participate in any online meeting or session despite being anywhere in the world.

*Check your progress*

1. Name a social media platform.

_____

2. How are online workshops held?

_____

**9.2.2 Platforms for Online Meetings:**

Keeping in view the diversity that social media has attained around the world, there are a variety of tools and platforms that are available on the internet and social media to conduct an

online meeting or session for any purpose. Skype is the first and earliest of such platforms introduced for online meeting. It allows a single user to a group of people to connect and hold an online meeting anywhere in the world through this easy and friendly platform. To use this platform a user has to create an account on the portal. As it was among the earliest tools so there were some issues with the audio, video and connection problems. The most widely used platform to hold online or virtual meetings these days is the use of Zoom meeting tool. Virtual meetings, seminars, conferences, workshops, and webinars are being held extensively around the globe on this social media platform. Users can create an account and access a meeting where they take part through their audio, video and even through texting in the chat box of the app. It is a free platform and easy to handle and use.

"Go to Meeting" is another such social media platform that allows texting and messaging among teams or group members. An online meeting can be attended by up to 100 members through this platform. However, it is only available as a free version for 14 days. Microsoft Teams is yet another significant platform to hold an online session and it allows participants up to 300. It is a free tool that can be utilized by signing in using Microsoft email. Audio and video sharing is also enabled with text messages among the participants. Google Meet is yet another very improved and advanced tech-enabled platform to conduct online sessions for any purpose. It provides great privacy during the meeting among team members by enabling them with a special dial number. It has three plans for the users: basic, business and enterprise. These are priced respectively. Zoho Meeting is also an influential social media platform to conduct online meetings from anywhere around the world. It has a great ability to conduct smooth sessions with a very low rate of call drops during the session.

Apart from these well-known and widely used social media platforms, Facebook, Twitter and WhatsApp platforms are also used extensively for helping online sessions with limitless numbers of participants to participate. For example, in the Facebook live sessions, even a hundred thousand people can be watching live which is not allowed on either of the platforms mentioned above. People can also participate through comment sessions and interact with the speakers and organizers. WhatsApp provides the most privacy and private space in this regard. There are numerous other social media platforms that are also used for conducting online meetings. These include slack, FaceTime, Google Hangouts, Intermedia, Free Conference Call, Amazon Chime, Adobe Connect, Life-size, Join.me, High-five, RingCentral Meeting, Big Blue

Button, ON 24, Intrado, Click Meeting, Digitell, Pexip, Infinite Conferencing, Live Webinar, and Cisco WebEx Meeting.

*Check your progress*

1. Name any three online meeting platforms.

_____

2. Some social media platforms are mentioned in the passage above. Which of these have you used?

_____

**9.2.3 Relevance of Social Media and Online Meetings:**

As the world was severely hit by the Covid-19 pandemic that resulted in the death of millions of people around the world, at least one positive outcome of that disastrous situation was the emergence of online or virtual mode of meetings that were exclusively held during and even post the Covid-19 period. The year 2020 saw the rise of this mode of conducting meetings, sessions, conferencing, and workshops in almost all walks of life, really reshaping the very essence of these services. It has altered and reformed the entire work fabric and protocol of work and meetings. Though it was not an exclusive innovation of the Covid-19 pandemic because there were firms and companies who had been using it even much before the Covid-19, most of us have come into contact with the concept of online or virtual mode for the first time during the Covid-19 and now these have become a part of our everyday in all walks of life irrespective of the purpose for which these are conducted and their relevance is irrefutable.

Virtual or online meetings have revolutionized the concept of business, marketing, advertisement, and consultation services at large. The concept of remote learning and teaching has also undergone a major change due to the ever-increasing need for virtual modes of instruction. Official meetings, training sessions and workshops are now conducted anywhere, anytime and attended by renowned professionals around the world which has increased the relevance and need for such meetings manifold in the current age which is obviously a tech-assisted world. The ability and capacity for anyone to attend and share ideas anywhere is yet another key aspect that makes this mode relevant. In addition, virtual mode of meetings has revisited the concept of leadership and managers around the world in every sphere of human activity. Now, it is very much easy and relevant for them to conduct remote sessions from anywhere as per the needs of their employees and co-workers and provide them timely assistance in important matters.

### 9.2.4 Advantages of Online Meetings:

Especially in a time of social distancing, the advantages and merits of Online Meetings have increased manifold. Despite the restrictions on physical reality, business and personal meetings are able to continue thanks to online or virtual alternatives. It is only because of the advantages and benefits that such type of meetings or sessions have. First of all, they save time. When people of a group of a single or diverse organization come to physical or face-to-face meetings, they need to spend lots of time in traveling. Other expenses are also worth mentioning when such meetings are held at regular intervals but in virtual mode, there is no wastage of time and money in terms of travelling, boarding, and lodging. Expenses in terms of refreshment are also saved. In addition, it saves people from being tired due to traveling for a face-to-face meeting. So, virtual mode of meeting saves time, money, energy as well as other resources.

Another key advantage is that virtual meetings can be conducted at any time and can be attended from anywhere. These can be held at a very short notice to discuss and plan in case of an emergency which is difficult in physical or face-to-face mode. Keeping this advantage in view, regular meetings can be conducted which otherwise require lots of time, money, resources, and other arrangements if conducted in physical or face-to-face mode. Virtual mode of meeting enhances communicative skills as there is often diverse and more number of participants compared to physical or face-to-face mode. So, it gives exposure both to the participants as well as the organizers and speakers to be in contact with people from multiple backgrounds and mindsets rather than mere employees and co-workers. Communication with a global audience and presenters is also possible in the online mode of meetings. So, exposure and enlargement of vision is yet another key benefit of the Virtual mode of meetings.

Another significant benefit of such platforms of online meetings is that these enable participants to attend meetings of international nature without spending a single penny and sparing any extra time. No traveling and preparatory arrangements are required in online mode of meetings which has an additional advantage of cutting short personal as well as company resources and energies. Another merit of the virtual mode of meetings is that it enhances the

productivity, as people can save their energies, time and resources and utilize them where these are necessary and can also benefit from international as well as national level exposure to polish their skills and learn innovative techniques which are the requirement of every field of life in the current age of tech-assisted world. Another benefit is that the spread of knowledge in virtual mode is global and of next level. It has benefits not only at personal, interpersonal, and communicative level but also in terms of attainment of new insights and visions.

Another key benefit or advantage is that there is no limit to how many participants can be invited as there is no need to arrange for a meeting hall, staying facilities and refreshment arrangements to be made in a virtual mode of meeting. So, an indefinite number of invitations can be given and accommodated without any extra effort or resources being invested. In case of a workshop or training meeting a single trainer can train thousands of people at the same time which in physical and face-to-face mode requires lots of resources, energies, and efforts to conduct. One of the best parts of such meetings is that they can be recorded and can be accessed later not only by participants but by anyone else who has missed the meetings. Last but not the least, as such meetings can be held regularly, it creates extra comfort level and collaborative environment at local, national, institutional as well as international levels.

***Check your progress***

1. Mention any three advantages of online meetings.

_____

_____

_____

## 9.2.5 Disadvantages of Online Meetings:

Although as stated above, the advantages and benefits of online meetings are numerous due to which such meetings are adopted in the post Covid-19 period, there are some disadvantages too with online or virtual mode of meeting. The chief among them is lack of physical and face-to-face interaction. It has adverse effects on the interpersonal and communicative skills when people are not in physical proximity as they are not used to physical interaction when there are a large number of participants. In addition, virtual or online meetings have adverse effects on the socialization of people. They have become more professional and skillful as far as their profession is concerned but as far as their socialization is concerned, they are deficient in it. Moreover, online, or virtual mode is the necessity of time and advancement

but there is no denying the fact that physical and face-to-face mode cannot be entirely replicated. Hence, such issues are the disadvantages associated with the virtual world.

Another big hurdle or barrier in online or virtual mode is the occurrence of technical issues that might arise any time although technology has advanced to a considerable degree with the passage of time. These technical issues often spoil the key part of meeting. The entire purpose of such a meeting is disrupted when there is a failure in conveying the key matters to all the participants. Often internet and technology related issues cannot be resolved on the spot and time which is being assumed to be saved through virtual mode is wasted without any productive and fruitful output. Another significant disadvantage is that virtual meetings lessen human contact. As a result, business or company gets prosperous but no personal or interpersonal skills regarding human contact and socialization flourish through virtual mode of meeting. Hacking is yet another hurdle which is not only limited to social media platforms or personal accounts. Rather recently in a zoom meeting such an incident was reported. Hence, confidential meetings cannot be held online.

***Check your progress***

1. Mention any three disadvantages of online meetings.

_____

_____

_____

### 9.2.6 Guidelines for Smooth Online Meetings:

Keeping in view the above cited as well as other issues associated with online or virtual mode, it is imperative to make it smooth so that maximum advantages can be derived through such meetings. For that purpose, it must be considered that an online tool or software that is being chosen for the meetings must be secure, reliable, and able to accommodate the number of participants being invited to attend the session. It must be ensured that the meeting platform is dependable and can provide high quality audio and video facilities for smooth and effective conduct of the meetings. If these features of a platform are of superior nature, there are enough chances that maximum advantages of virtual meetings will be attained. It is essential that a virtual platform is supported with desktop sharing as only listening and seeing each other is not enough especially in policy matters and business-related meetings, where visuals are a key part of the meeting and that can only be truly presented through desktop sharing.

Video conferencing is a key in virtual meetings, and it must be incorporated when choosing a platform for the virtual meeting. Fully functional instant messaging feature is also essential so that timely feedback from participants can be accessed and their queries can be addressed on the spot for the ultimate objective of meetings to be meaningful. Most importantly, the sign-in option as well as creating an account on the platform must be simple and easy so that every participant can access it without any difficulty. It is also imperative to share the link and joining detail prior to the meeting so that the timeline of the meeting can amply be followed. Courtesy and discipline must be ensured by following the exact schedule of the meeting. Behavioral guidelines for the meeting must be ensured by the participants for the smooth flow of the online meeting. Technical staff must be available on hand to fix any technical issues that might arise during the meeting so that smooth conduct of the session is ensured.

For an effective online or virtual session to be conducted, there is a dire need to prepare for the session. The objective and agenda of the meeting in the form of a schedule must be kept in view by organizers and it must be communicated to the participants to make the meeting fruitful and relevant. Another aspect that must be kept in view for the optimal result of the online meetings is to keep the people engaged. They must be stopped from multi- tasking during the session. For this, it must be ensured that the session is for a limited period of time, and it must have engaging activities so that every participant is active. Dominance or irrelevance on the part of anyone results in low motivation of the participants in the meeting held virtually. Platform and technology must be ensured to be friendly and easily accessed by all participants. The timing and duration of the meetings should be convenient for all the participants to achieve optimal outcome.

### *Check your progress*

1. Mention any three guidelines for online meetings.

_____

_____

_____

### 9.2.7 Let Us Sum Up:

The concept of virtual mode of meetings and session that gained universal prominence during the Covid-19 pandemic has attained a considerable amount of relevance and significance even in the post Covid-19 period due to the efficacy and positive outcomes that these meetings hold. It saves time, resources, and cuts short numerous expenses of individuals as well as the

organizers when compared physical or face-to-face meetings. Global exposure, development of interpersonal skills, up-to-date norms are being learned, shared, and taught in the online sessions by international professionals of the fields which in physical mode is very difficult. Anyone from anywhere in the world can participate in the virtual meetings, which has increased the relevance of such meetings manifold. However, there are some challenges associated with such meetings. These include technical issues, lack of human contact, and sometimes decreased motivation, but its advantages are more compared to the issues and challenges.

## 9.3  Learning Outcomes

After going through the Unit, you are expected to:
- be familiar with the importance and advantages of virtual meetings.
- differentiate between online and face-to-face modes of meeting.
- understand different types of social media.
- know the different tools of virtual meetings.

## 9.4  Glossary

**Virtual:**        Digital

**Transition:**   Change

**Phenomenal:** Unique

**Pandemic:**    Epidemic that spreads and encompasses several nations

**Remotely:**    Distantly

**Tempo:**        Rhythm, pace

**Paramount:**  Chief, vital

**Impactful:**    Significant

**Podium:**       Platform

**Irrefutable:**  Undeniable

**Manifold:**     Various, multiple

**Indefinite:**   Unclear, imprecise

**Environ:**      Surrounding area

## 9.5   Sample Questions

**9.5.1 Objective Questions:**

1. Which is the most widely used tool for conducting online meetings and sessions?

    (a) Zoho

    (b) Zoom

    (c) Google Hangouts

    (d) Google Meet

2. Which of these platforms is used extensively for video streaming online as well as in recorded format?

    (a) Zoom

    (b) Bing

    (c) YouTube

    (d) All of these

3. Which of these tech-assisted tools holds the maximum or unlimited number of participants?

    (a) Twitter

    (b) Facebook

    (c) Zoom

    (d) None of these

4. What does a user require to do before utilizing any online meeting tool to attend the online meeting?

    (a) Sign up

    (b) Sign out

    (c) Both of these

    (d) Sign in

5. The greatest advantage of the online meeting is that it enables _____.

    (a) Remote meeting

    (b) Flexible mode of meeting

    (c) Anywhere meeting

    (d) All of these

6. Social media is a term that refers to the utilization of _____.

    (a) Internet

(b) Online tools

(c) Computer Assisted technologies

(d) All of these

7. How many people are using numerous social media tools around the world?

(a) 2 billion people

(b) 3 billion people

(c) 4 billion people

(d) 4.5 billion people

8. The greatest difficulty or barrier that has been observed in virtual mode of meetings is _____.

(a) Connectivity issue

(b) Technical issue

(c) Network issue

(d) None of these

9. Which of these is deemed to be the key as far as the virtual mode of meetings is concerned?

(a) Audio quality

(b) Video quality

(c) Smooth flow

(d) All of these

10. Which of these online tools for meetings has been incorporated by the world leading company Microsoft?

(a) Google Hangouts

(b) Google Meet

(c) Microsoft Teams

(d) Zoom

**9.5.2 Short Answer Questions:**

1. Why are online meetings essential in the post Covid-19 period?

2. What are the different types of Social Media platforms?

3. What are the key challenges being encountered during online meetings?

4. How can an online meeting be conducted smoothly?

5. How do you perceive the future of the online mode of meetings?

**9.5.3 Long Answer Questions:**

1. What are the significant and key benefits of the Online Meetings?

2. What are the key differences in virtual and face-to-face modes of meetings?

3. What are the key online meeting tools being utilized around the world?

## 9.6   Suggested Learning Resources

1. Enriching Collaboration and Communication in Online Learning Communities. United States, IGI Global, 2019.

2. ECSM 2020 8th European Conference on Social Media. United Kingdom, Academic Conferences and Publishing Limited, 2020.

3.  Moriuchi, Emi. Cross-Cultural Social Media Marketing: Bridging Across Cultural Differences. United Kingdom, Emerald Publishing Limited, 2021.

# Unit - 10: Poster Presentation

## Structure

**10.0** Introduction
**10.1** Objectives
**10.2** Importance of Poster Presentations
      **10.2.1** Difference between Paper Presentation and Poster Presentation
      **10.2.2** Process of Creating Poster Presentations
      **10.2.3** Qualities of Good Poster
      **10.2.4** Points to Keep in Mind while Making Poster Presentations
      **10.2.5** Advantages of Poster Presentation
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      **10.2.7** Summary
**10.3** Learning Outcomes
**10.4** Glossary
**10.5** Sample Questions
**10.6** Suggested Learning Resources

## 10.0　Introduction

We see posters everywhere while walking on the road. We see cinema posters, posters of events, posters of information, posters of grand sales, posters for social events, posters of free counselling, posters of free health checkups, posters of political events, posters of marriage, posters of birthday parties, etc. These posters were made way back between the years of 1840 and 1850, when the printing industry started colour lithography.

We prepare posters for many purposes. We prepare them for advertising some products so that people go through it and purchase them. We prepare posters for making announcements to attract the attention of the people and make them aware of the event. We prepare them to informing them of some events so that most of the people participate and benefit from them.

Similar posters are prepared to participate in academic conferences, seminars, and workshop symposiums to convey academic, research information to the audience. This is known as a poster presentation.

**Different types of posters**

1. EDUCATIONAL　　　2. CIRCUS　　　　　　3. MOVIE　　　　　4. MEDICAL

Sources: https://www.istockphoto.com    https://www.vectorstock.com    https://parade.com    https://www.alamy.com

Let us try to understand the purpose of preparing poster presentations and, the process of preparing poster presentations, along with its advantages and limitations in this unit.

## 10.1 Objectives

- To recognize the purpose of preparing a poster presentation
- To appraise the process of preparing posters in day-to-day life
- To be able to design posters by myself for various events
- To be able to explain the advantages of using poster presentations

## 10.2 Importance of Poster Presentation

It is an academic or research presentation meant for the audience or participants of the seminar, conference, workshop, or symposium of various disciplines to convey the latest advancement through research, or share some information in academic gathering. It is in the form of a paper poster where the participants can view, enquire, think, and ask questions related to the topic presented in the poster. In some academic gatherings, people present through paper and poster as well. But Formal paper presentations and poster presentations differ.

In formal paper presentations, the presenter presents their views related to a particular topic orally through speech and tries to explain. However, in poster presentations, the presenter makes use of visuals and tries to present and communicate more informally to each individual observing the poster.

## 10.2.1 Difference between Paper Presentation and Poster Presentation:

| SL.NO | PARAMETERS | PAPER PRESENTATION | POSTER PRESENTATION |
|---|---|---|---|
| 1 | Scope | larger scope of the content | limited scope of the content |
| | | detailed research presentation | focus on only one aspect of research |
| 2 | Communication | formal method of presentation to a large group | informal way of presenting to an individual |
| 3 | Duration | it lasts for more sessions and durations | it lasts for one or two hours |
| 4 | Method | it has introduction, methods, results, conclusion and recommendations | It has text, tables, graphs, pictures and less content |
| 5 | Mode | more verbal sharing | more visual sharing and impact |
| 6 | Focus | focus is on presenter | focus is on the viewer |
| 7 | Content | A research paper presentation in entire story of research presentation | A research poster presentation has little text and focuses on one single point |
| 8 | Review | paper presentation gets more reviews | poster presentation gets less reviews |
| 9 | Acceptance norms | paper presentation has strict acceptance norms and hence gets rejected easily | poster presentation have fewer acceptance norms, hence get accepted easily |
| 10 | Discussion | less scope for discussion | more scope for discussion |
| 11 | Feed back | paper presentation get less feedback | poster presentation gets more feedback due to visuals |

**10.2.2 Process of Creating Poster Presentations:**

The poster presentation needs a lot of planning, foresight, and organization. To make the presentation of the poster more relevant, effective, and clear, we need to follow the process mentioned below. Let us observe and understand the process of poster preparation.

1) **Identifying the purpose of preparing the poster presentation:** It means that while preparing the poster for a presentation, we should know the goal of presenting the poster, whether it will be for a particular conference or workshop or else.

2) **Being aware of the target audience**: - people of different age groups have different levels of understanding, intelligence, experience, and awareness. Hence, we need to understand for whom we are going to prepare a poster. Is it children? Adolescents? Adults? Men? Women? Etc.

3) **Knowledge of placing the poster presentation:** We should be aware of the placement of the poster, such as whether it will be posted on social media, or on the wall of the conference hall. Whether it will be presented online or offline? Offline space is different from online space; for this purpose, we need to visualize the place, the way to pin up the poster, paper or chart quality, paper size, etc. Social media platforms have different dimensions for posting presentations. They are:

❖ Face book: 1200 x 628, or 1200 x 1200 for square

❖ Twitter: 1024 x 512

❖ Instagram: 1080 x 1080, or 1080 x 1350 for portrait

4) **Choosing a Professional Poster Template Suitable for the Topic:** When selecting a professional template suitable for your topic, you need to keep in mind the layout that fits into your vision, goals, header placements, image placeholders, icons, etc., and then pick a poster sample with the right dimensions suitable for sharing on Facebook, email, or a wall. We need to customize if the selected template does not meet our requirements.

5) **Selecting natural original colours depending on the content colour background:** - Blue is considered the colour of wisdom, trust, and loyalty. Hence, this colour is used in poster presentations of business, and any events to make them more professional. The green colour is related to energy, environment, and tranquillity. Hence, these colours are used in posters for fundraising and non-profit organizations. The red color is an indication of strength, courage, and joy. It is used for eye-catching visuals.

6) **Indicating Call to Action:**- After visualizing the poster, what next to do is indicated in CTA. It helps the viewers think and act upon the poster.

7) **Choosing Suitable Visible Fonts:**- This is essential when the information in the poster is arranged in a hierarchical order. Generally, the information is arranged in the poster of any event in the following manner:

- ❖ Name of the event
- ❖ Date and time of the event
- ❖ Description of the event with any tagline
- ❖ Call to action like website address, contact number, email, etc.
- ❖ Name of the organization/institution etc.
- ❖ Use visual icons/ images/ graphs/ pictures and concepts to make it more clear
- ❖ Use of high-quality images will avoid blurriness or pixilation
- ❖ Download and export information/ images in the right format

The above-mentioned precautions assist us in preparing good-quality poster presentations for all occasions. There are different types of posters we can prepare for poster presentations. The goal, purpose, method, content, and audience differ based on the event. Let us try to understand the different types of poster presentations displayed for various purposes.

1. **Event posters:** They indicate information about upcoming events like sports, festivals, fairs, exhibitions, etc.

2. **Educational posters:** They are visual representations of scholarly topics

3. **Digital posters:** These are the posters that are displayed on electronic gadgets to pass on information on social media, such as, Facebook, Whatsapp, Twitter, etc.

4. **Fashion posters:** They showcase the latest glamour, fashion, and creativity to promote garments, ornaments, arts, and crafts based on user requirements.

5. **Advertising posters:** They are meant for advertising products, and ideas to capture the attention of people.

6. **Movie posters:** Movie posters are meant for advertising movies.

7. **Corporate posters:** They are meant for job expos, training, and recruitment of persons in the corporate sector.

8. **Campaign posters:** These posters are meant to promote any welfare mission, awaring the mass about any social issue or any product, either medical, home, or beauty care.

9. **Backlight posters:** They are made of phosphorus ink, which glows in darkness. They are used to advertise in pubs and clubs at night.

10. **Sale posters:** These posters are used to give details of the product to be sold out.

11. **Travel posters:** They give a description of travel destinations, packages, facilities provided during travel, etc.

### 10.2.3 Qualities of Good Poster:

Till now, we tried to understand what a poster is, the purpose of a poster presentation, the types of posters, and the process of making posters. Now let us understand the qualities of a good poster.

- ➢ A good poster should be eye-catching and visually attractive
- ➢ It should be creative
- ➢ Serve the purpose
- ➢ It should be clear and concise
- ➢ The background should be contrast and suitable for visibility
- ➢ Visuals should be of high quality
- ➢ It should have a suitable font to read and understand
- ➢ It should be sober

When the poster is ready, it is essential to present it in an effective way to capture the attention of the audience for a successful and fruitful presentation, so that the objective of presenting the poster is served and outcomes are fruitful. Hence, the person who is presenting the poster should keep in mind certain points to make the presentation more effective. Let us try to understand the tips of poster presentation.

### 10.2.4 Points to Keep in Mind while Making Poster Presentations:

1. Prepare thoroughly for poster presentation

2. Be confident while presenting

3. Avoid blocking the poster and stand aside while making a presentation so that your audience can view the poster

4. Shake hands with the audience and receive them with a smile on your face

5. Introduce yourself if required

6. Keep eye contact with the audience while presenting the poster

7. Point your finger and hand toward the poster while explaining the particular concept in the poster

8.  Be humble and genuine yourself

9.  If people are waiting for you to see your poster, acknowledge them with a nod and smile

10. Enquire about their doubts and try to answer them without fear

11. While presenting the poster, enquire about their work to explore collaboration

12. Take feedback from the audience

After knowing the effective way of making poster presentations, let us try to understand the advantages and limitations of making them in academics.

**10.2.5 Advantages of Poster Presentation:**

1)  The poster is self-explanatory most of the time. It doesn't need an author to speak verbally

2)  We can reach a large audience through a poster presentation

3)  Many posters can be presented at the same time so that visitors can go through what they are interested in

4)  Individual interaction is possible in a poster presentation

5)  Posters can be used several times

6)  It becomes very useful for people who have stage phobia to present the content  in front of a large group

7)  The presenter can just answer the queries of viewers in a less stressful way

8)  It saves time and effort for the presenter, as visuals are more powerful than words

**10.2.6 Limitations of Poster Presentation:**

1)  It is less flexible, as once the poster is made (especially in multiple copies), it is difficult to modify and make corrections

2)  If the poster is not eye catchy and attractive enough to capture the attention of the audience, then the response will be poor and purpose will not served

3)  It is expensive, takes a lot of time, money and effort

4)  It needs expertise to prepare a visual presentation with less content and more pictures

5)  It is difficult to decide what to include and what to exclude in a poster presentation

6)  Need self-confidence and good communication skills on the part of the poster presenter

*Check your Progress*

1. Why do we use posters?

_____

2. List out various posters we use in our life?

_____

3. When do we use paper presentations?

_____

4. Why is it essential to have a goal while preparing a poster?

_____

5. What is the importance of images in posters?

_____

6. Which qualities are required in the person who is presenting the poster?

_____

7. What are the limitations of making a poster presentation?

_____

8. What do you like the most in this unit? And why?

_____

**10.2.7 Summary:**

1. We prepare posters for many purposes. We prepare them for advertising some products, for making some announcements, for informing them of some events, and for providing knowledge.

2. In formal paper presentations, the presenter presents their views related to a particular topic orally through speech and tries to explain. But in poster presentation, the presenter makes use of visuals and tries to present and communicate more informally to each individual observing the poster

3. The poster presentation needs a lot of planning, foresight, and organization. To make the presentation of the poster more relevant, effective, and clear, we need to follow the process mentioned below.

4. There are different types of posters we can prepare for poster presentations. The goal, purpose, method, content, and audience differ based on the event.

5. The person who is presenting the poster should keep in mind certain points to make the presentation more effective.

6. The poster is self-explanatory, we can reach a large audience through it, and individual interaction is possible through posters. It can be used several times and is useful for people who have stage phobia.

7. It is less flexible if not eye catchy response will be low and purpose is lost, It is expensive, takes a lot of time and effort, requires the expertise to prepare a visual presentation, makes it

difficult to decide what to include and what to exclude in a poster presentation, and requires self-confidence and good communication skills on the part of poster presenter.

## 10.3   Learning Outcomes

At the end of the Unit you will be able to understand the need and importance of preparing poster presentations in academics, and will be able to differentiate between poster presentation and paper presentation, you will learn the process of preparing a poster and prepare poster by yourself and be aware of qualities of a good poster presentation, utility and limitations of preparing posters in our daily life. With this knowledge you will be able to prepare posters for different situations and contexts.

## 10.4   Glossary

**CTA**: means to call to action in a poster presentation

**Audience**: means the people to whom you are presenting the poster

**Digital**: posters are the digital images used to convey something

**HD**: Images of high resolution and clarity are called HD images

## 10.5   Sample Questions

**10.5.1 Objective Questions:**

1. Poster making started between _____ and _____ years. **(1840-1850)**

2. One of the major differences between paper presentation and poster presentation is _____. **(text/content)**

3. The focus of the poster presentation is on _____. **(viewer)**

4. The mode of paper presentation is _____ and mode of poster presentation is _____. **(verbal**, **visual)**

5. The duration of poster presentation is _____ than that of the paper presentation. **(less)**

6. The poster preparation process starts at _____. **(goal/purpose of  presentation)**

7. Job mela poster comes under _____. **(corporate posters)**

8. A blue color poster makes the presentation more _____. **(professional)**

9. The green colour represents _____ in poster making. **(energy/environment)**

10. _____ in the poster helps the audience register themselves for the event and participate. **(Call to action)**

**10.5.2 Short Answer Questions:**

1. What are the objectives of preparing a poster presentation?

2. What are the advantages of paper presentation over poster presentations?

3. What are the various purposes of preparing different posters?

4. Explain the poster making steps.

5. What qualities do you need to present the poster?

**10.5.3 Long Answer Questions:**

1. What is the process of preparing a poster presentation? Explain in detail.

2. What is the difference between a paper presentation and a poster presentation?

3. What are the merits and demerits of poster presentation?

## 10.6 Suggested Learning Resources

1. https://venngage.com/blog/poster-design/#How-to-design-posters-for-different-occasions

2. https://www.geo.uzh.ch/microsite/olwa/olwa/en/html/unit5_kap51.html

3. https://www.istockphoto.com/search/2/image-film?phrase=classroom+poster

4. https://www.vectorstock.com/royalty-free-vector/circus-advertising-poster-vector-20074591

5. https://www.alamy.com/stock-photo/medical-poster.html?sortBy=relevant

6. https://parade.com/1003052/samuelmurrian/best-movie-posters/

7. https://guides.nyu.edu/posters

8. https://www.posterpresentations.com/free-poster-templates.html

9. https://www.purdue.edu/discoverypark/duri/sessions/Effective-Poster-Presentations.pdf

12. https://libguides.bc.edu/posterpresentation

13. https://www.edrawmax.com/article/poster-presentation-examples.html

14.   https://www.scientifica.uk.com/neurowire/tips-for-presenting-your-scientific-poster-at-a-conference

# Unit - 11: PowerPoint Presentation

## Structure

## 11.0  Introduction

PPT presentations are generally meant to share a large amount of knowledge and information, brief the session and meetings, make aware of planning, persuade, inspire, motivate, build goodwill, or present a novel idea, thought, or product. It keeps the audience engaged in a multisensory approach and creates a professional look for them. In this unit, let us try to understand the purpose of PowerPoint presentations, the process of preparing PPTs, and the advantages and limitations of using PPTs for the audience or students in the classroom.

## 11.1  Objectives

After going through this unit, you will be able to:
- Comprehend the concept of PPT.
- Describe the important tools of MS-PPT.
- Explain the process or steps of preparing PPTs.
- List out the advantages of using PPTs.
- List out the limitations of using PPTs.

- List out the characteristics of a good PowerPoint presenter
- Design and develop the PPTs yourself.

## 11.2   Concept of PPT

Power-Point (PPT) presentations deliver the vast content in a concise way to a large gathering in the form of a digital slideshow. This content is prepared for presenting the class lectures, seminars, conferences, and workshops to the students or audiences in an organized manner. For presentations, PPT slides are prepared with the multimedia effect of relevant text, images, charts, graphs, pictures, animations, audio and video clips, etc. to explain the content in a more comprehensible and efficient manner. Commonly, it is created in Microsoft Power-Point software. The other tools are: Google Slides, Apple Keynote, Prezi, Canva, LibreOffice, etc. The use of Microsoft Power-Point in business grew from 1987 to 1992.

### 11.2.1 Important Tools of Ms PowerPoint:

Working on any computer application requires basic knowledge and skills for operating that application. Similarly, to work on MS PowerPoint, you need to have experience working on MS Word. A file of MS PowerPoint is created in the same way as a file of MS Word. When we open a PowerPoint file, we find a row of labels on top of the screen, which are called *tabs*. We may find File, Home, Insert, Design, Transitions, Animations, Slide Show, Review, etc. Under these *tabs,* we find tools and functions that were found in menus and toolbars in older versions of MS PowerPoint. The important tools and functions that are commonly used for creating and using PPTs are described below:

**1. Home**
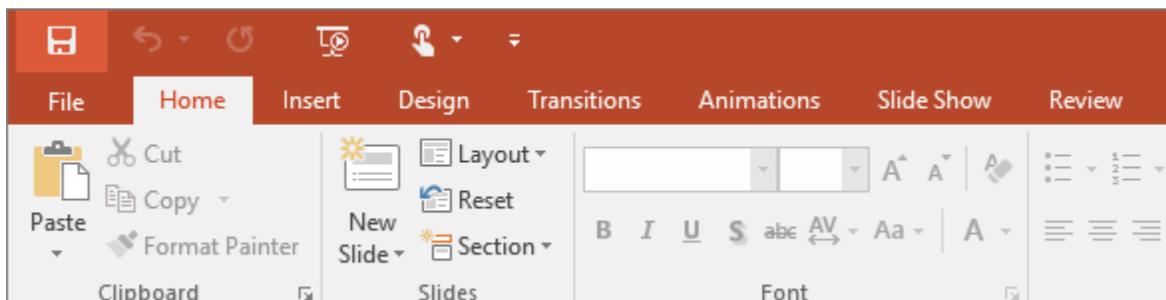


Source: www.microsoft.com

The **Home** tab has the tools for **Cut, Copy,** and **Paste**, **Font** and **Paragraph** Editing, **Slide Layout**, Adding **New Slide**, and **Reset** for organizing the slides.

**2. Insert**
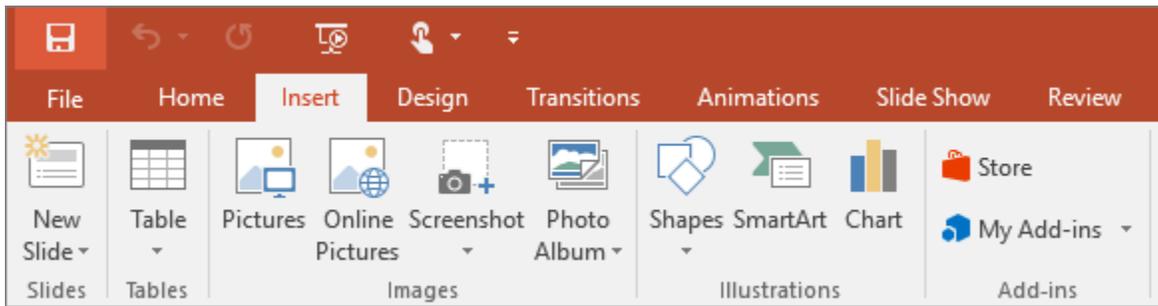
The **Insert** tab is used to add new slides, tables, pictures, shapes, charts, links, text boxes, and videos to the slide.

**3. Design**
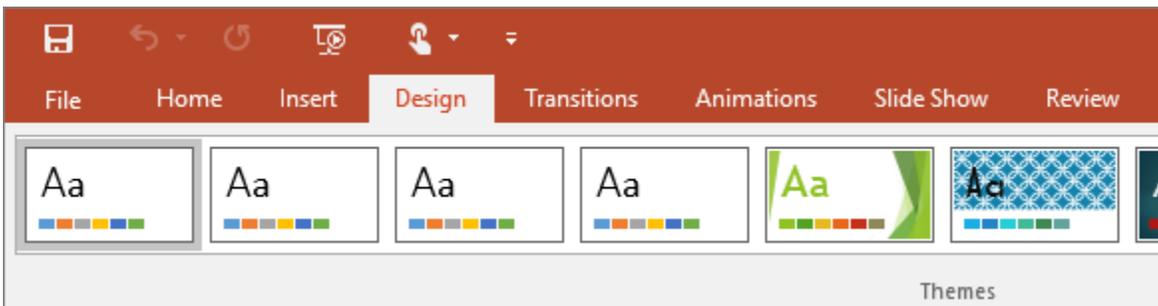
The **Design** tab enables us to add a theme or color scheme or format the slide background.

**4. Transitions**
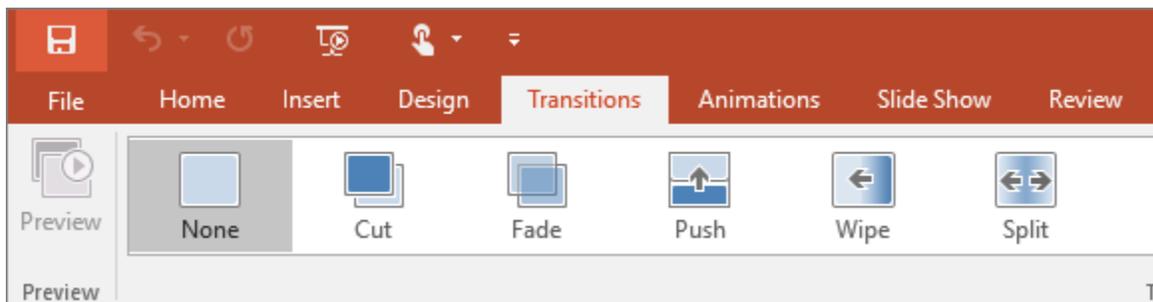
The setting of slides with different effects from one slide to the next is enabled through the **Transitions** tab. Here, we have the gallery to select the desired effect.

## 5. Animations
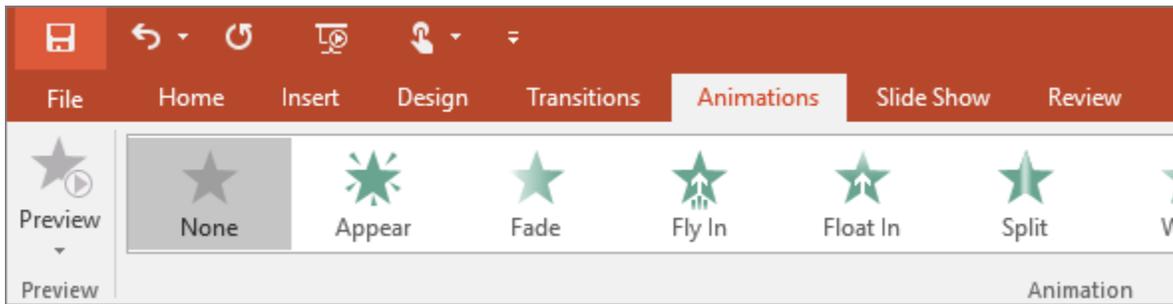


Source: www.microsoft.com

The **Animations** tab is used to add effects to the text of our slides. We can select the desired animations from the gallery.

## 6. Slide Show
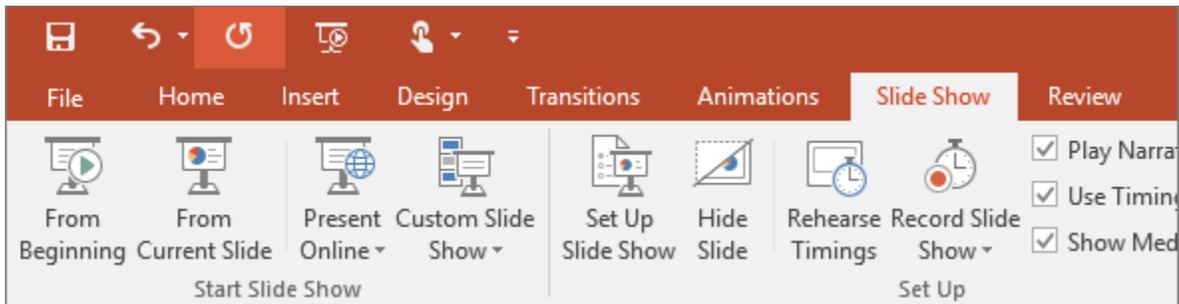


Source: www.microsoft.com

With the help of the **Slide Show** tab, we can start presenting the slides from the beginning or current slide, moreover, we can customize the slide show by setting a timer, and we can also record the slide show.

## 7. Review
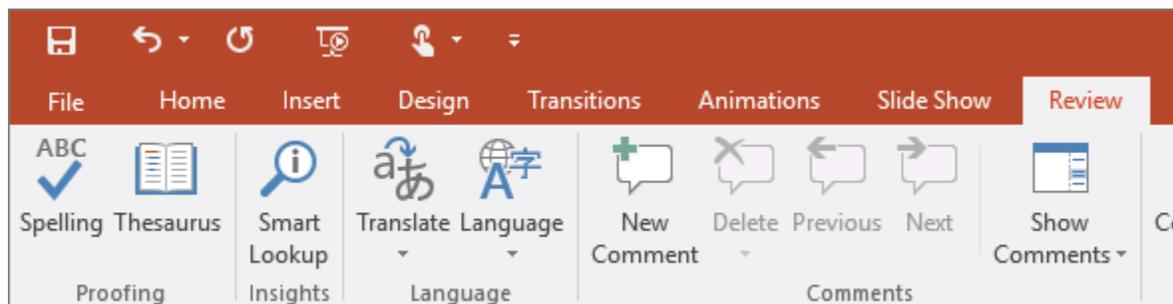


Source: www.microsoft.com

The **Review** tab has the tools to spell-check, thesaurus, translate, and add comments to our text.

**8. View**
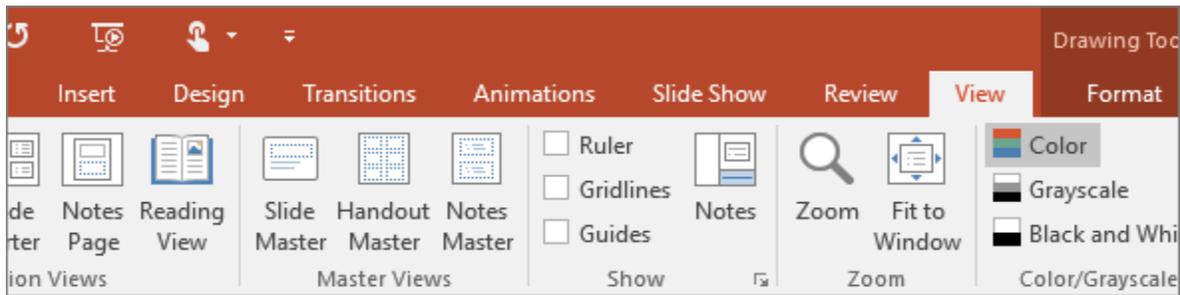
The **View** tab has different options for viewing the slide, like normal, outline view, slide sorter, note page, and reading view, depending on the requirements of the creation or delivery process. It also has options for master views, which enable us to insert a background setting, logo, or shape on one slide, reflecting that effect on all the slides.

**9. File**
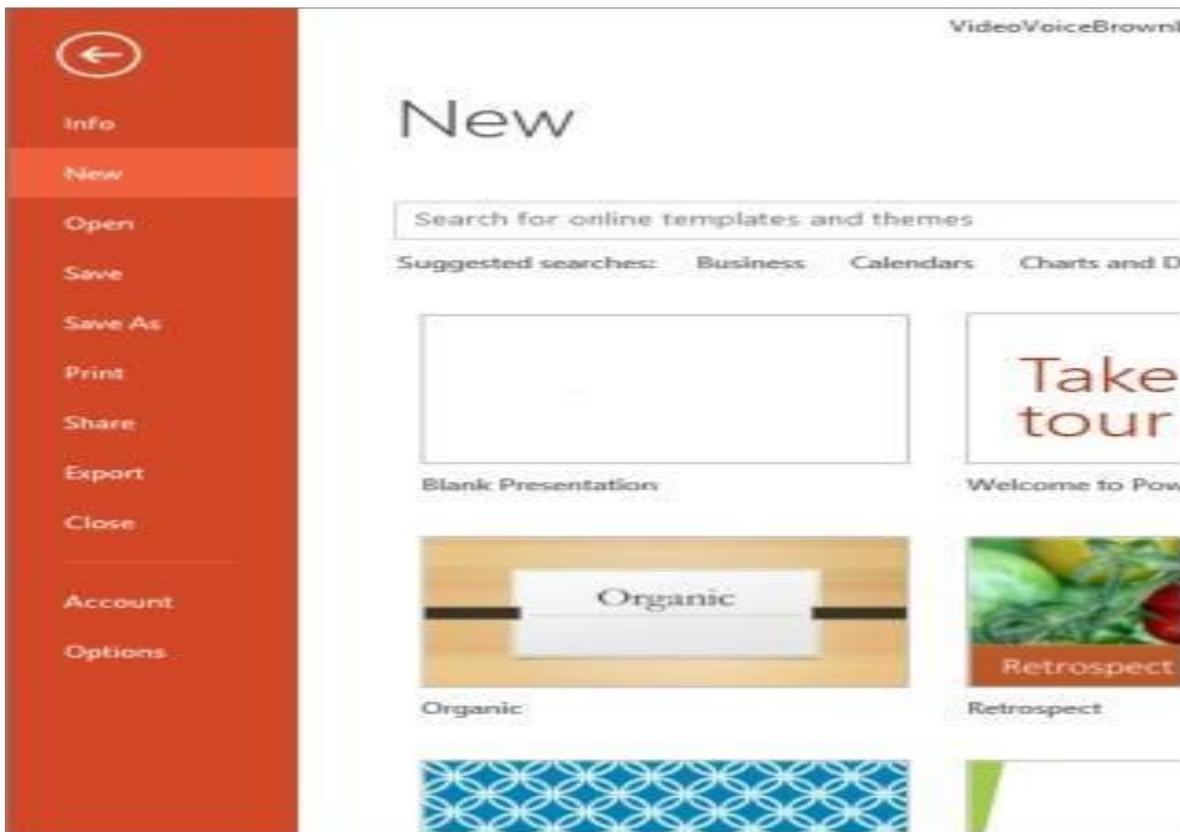
In the **File** tab, we can find New, Open, Save, Save As, Print, Share, Export, Close options. If we want to go back our presentation, just click on back arrow ⬅ in top left corner.

**10. Tools tabs**
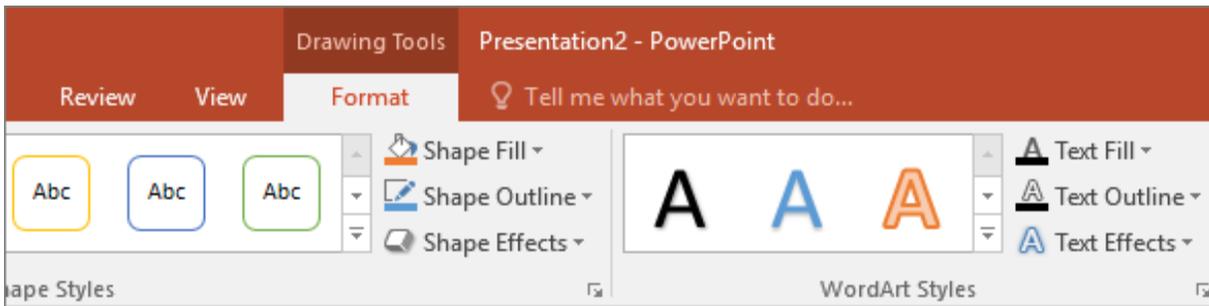
If we want to format a picture, shape, SmartArt, graphic, or text box, an additional tab appears based on the item selected, like **Drawing Tools, Picture Tools**, **SmartArt Tools**, **Chart Tools**, **Table Tools,** or **Video Tools**. So we can format that item easily.

**11.2.2 Process (Steps) of Preparing PowerPoint Presentation:**

PPT is a very useful presentation application for teachers, students, academicians, researchers, businesspeople, and all those who want to present large amounts of information to a gathering. The preparation of PPTs and their presentation is a skill. A good PPT can make your lecture effective, drawing the attention of the audience, and a poor PPT with the wrong color combinations, font size, and content may create confusion and distract the attention of the audience. We need to have concise content or text well in advance that we want to present to the audience when preparing a PPT. Then it will be easy for the audience to comprehend it.

Hence, preparing a good PPT requires some awareness and knowledge about it. Let us try to learn the steps of preparing PPT. Microsoft offers in-built slide designs for users.

1) First of all, we need to **Open** the file tab in PowerPoint, click on **NEW,** and then click **Create**.

2) Then select a theme or design that we want to present.

3) Then insert slides one by one.

4) Give a title to your PPT and save.

5) Insert the content either by copying from the word file or typing on the slides one by one.

6) Organize the slides in a logical or chronological manner

7) Add images pictures, and graphs from your Gallery or Google as per the requirement

8) Use duplicate features to quickly make the copies of selected slide(s) to save time

9) When text matter is ready, you can opt for a suitable color, font, and slide shape

10) Then you can add transition and animations as per your choice

11) Play your PPT review and make changes if necessary

12) Now your PPT is ready for presentation

While preparing a PPT, we need to take some precautions to avoid unnecessary work and waste our time and efforts. Here are some tips for you to prepare a good PPT.

◆ First, you should prepare an outline of your content in a logical order in MS Word.

◆ Then copy and paste the content to be kept on one slide, be careful that similar types of content should be kept together.

◆ If content (or the number of points) is large, then try to adjust them in two slides.

◆ Don't make the slide look like a lengthy paragraph

◆ Customize slide design, font size, colour and animation according to your needs

◆ Prepare your template design by editing

◆ Be careful in selecting the font colour; use the contrast colours, which means that if your background colour is dark, use fonts of light colours, and vice versa.

◆ Prepare slides and text on slides, keeping in view your audience's age, interest, etc.

◆ Check that pictures, images, text, graphs, etc. are properly aligned.

◆ Use PowerPoint shapes to make your PPT better

◆ Crop images if needed

◆ Present websites in PPT

◆ Keep it simple

◆ Use GIFs

◆ Keep the design of slides simple and clear

◆ Save your slides as JEPs

◆ Embed multimedia in slides

◆ Rehearse the slide show (try-out) befor the presentation

◆ Save the PPTs at different places and drives

◆ Take your hardware and present your view

◆ Take a copy of the printed handouts

◆ Avoid paragraphs; use short sentences and bullets/ numbering for them

**11.2.3 Advantages of Using PPT:**

Lectures presented through PPT make complex concepts simple, comprehendible, and help the students learn easily and remember them for a longer time. PPT makes the lecture more engaging and interesting for the students and audience. It saves time and energy for the presenter. One of the great benefits of PPTs is that they can be reused later, but with relevant

modifications and revisions. It is portable and can easily be shared with students, the audience, and other stakeholders. PPTs can be made more effective by adding multimedia effects like video, audio, animation, etc. to make the presentation more interesting and capture the attention of the students, which ultimately results in better learning outcomes. Let us try to understand the advantages of using PPT.

1) PPT is easy to prepare and use.

2) It saves time and is not expensive

3) It is compatible with other Microsoft Office programs.

4) It is easy to prepare if the content is in our hand

5) Design flexibility allows for use in many times virtually

6) PPT can be printed. Printing options help the teacher deliver a lecture if the power is off with a hard copy

7) We can share PPT with anyone through WhatsApp and emails

8) It increases audience engagement and draws focus

9) PPT gives visual appeal and a better understanding

10) Students can view the PPT during their exams and prepare notes

11) Students can use PPT for discussion during collaborative learning

### 11.2.4 Limitations of Using PPT:

12) We cannot use PPTs when the power is off

1) Technological issues sometimes create hurdles and PPT will not open in the system

2) Sometimes excessive information is provided through PPT

3) All the topics cannot be presented through PPT

4) We need a system to deliver PPT presentation

5) Slides can have irrelevant information if not inspected properly

6) PPT reduces interaction between students. because everyone focuses attention on the screen

7) Students will be busy in copying or taking pictures of the slide instead of listening and comprehending

8) Speakers may present at an uncontrolled speed and neglect the audience.

9) There is too much flexibility in the presentation; sometimes presenter skips many slides. Leaving the audience unsatisfied. One needs to follow a strict order

10) The speaker may develop a dependency on slides and cannot present without them

11) Over reliance on slides by the speaker

12) The content presented in bullets may not give a holistic idea of the concept

13) Over textual information in PPT creates boredom in students

14) PPt may create motion sickness in students

15) Chances of overloading the information

16) Unreadable text, font size, and the wrong color combination make PPT presentation boring

17) Lack of opportunity to improve oral communication

**11.2.5 Characteristics of a Good PowerPoint Presenter:**

Even excellent PPTs can fail when the speaker doesn't have the knowledge and skills to present them before an audience. Hence, it's essential to have presentation skills in the speaker. Let us observe the characteristics of a good PowerPoint speaker.

1) Good communication skills

2) Clarity in speech

3) Conciseness

4) Subject expertise

5) Mentally prepare for the presentation

6) Authenticity of content presentation

7) Self-awareness

8) Adaptability based on situation and ability to read the hall or room

9) Dressing sense

10) Focus on the objective and topic

11) Self-confidence

12) Voice modulations while presenting

13) Develop visualization among the audience

14) Connecting ability with the audience

15) Repeating content for the audience

16) Passion and enthusiasm

17) Accuracy

18) Knowledgeable

19) Intelligent and believable

Teaching presentation skills are essential for the students as it enhances confidence, ignites' creativity, improves communication and research skills, makes them more organized, improves their body language, and prepares them for future job opportunities.

*Check your progress*

1. Why do we use PPT?

_____

2. What are the merits of PPTs?

_____

3. How can we focus the attention of the audience through PPTs?

_____

4. What are the demerits of using PPT?

_____

5. How can we make PPT presentations more effective?

_____

6. What are the qualities of a good speaker?

_____

7. Other than MS PPT, what software is available for preparing PPTs?

_____

## 11.2.6 Summary:

❖ PPT presentations are generally meant to share a large amount of knowledge, to inform something, persuade, inspire, motivate, build goodwill, or present a novel idea, thought, or product. PPTs create a professional look for the audience.

❖ PPTs are very useful tools of presentation for teachers, students, academicians, researchers, and all those who want to present some information.  Preparation of PPT is a skill. A good PPT can make your lecture effective in drawing the attention of the audience, and a poor PPT with the wrong color choice, font size, and content may create confusion and distract the attention of the audience.

❖ Preparing a good PPT needs some awareness and knowledge about it.

❖ While preparing PPT, we need to take some precautions to avoid unnecessary work and waste our time and efforts. Here are some tips for you to prepare a good PPT.

❖ Lectures presented through PPT make complex concepts simple and help the students learn easily and remember for a longer time. PPT makes the lecture more engaging and interesting for the students. It saves time and energy for the person who is delivering a lecture. They can be reused with certain modifications later. It is portable and can easily be shared with students and the audience. Video, audio, and multimedia in PPT make the lecture more

interesting, capturing the attention of the students and aiding in better learning outcomes. Let us try to understand the advantages of using PPT.

## 11.3  Learning Outcomes

After reading this Unit the students will be able to understand the purpose of preparing power point presentations. They will be aware of need and importance of using power point presentations. They can explain the process of preparing power point presentations and they can prepare power point presentations of their own for various purposes. The Lerner will be able to explain the advantages and limitations of using power point presentation in teaching and learning process. After acquiring the skill of preparation they will be able to explain the characteristics of a good power point presentation, and will be able to prepare PPT by themselves.

## 11.4  Glossary

**PPT:**  PowerPoint presentations

**Microsoft PowerPoint:**    Presentation software to create multimedia slides that can be displayed on a computer

**Multimedia:**  A technological way of presenting information through text, video, audio, images, and graphs

**Adaptability:** It is a person's ability to adjust to a changed environment

**Concise:**    Covering a lot of information in a few words

## 11.5  Sample Questions

**11.5.1 Objective Questions:**

1. The full form of PPT is _____. (**PowerPoint presentation**)

2. To start preparing a Power PowerPoint presentation, we should click on _____. (**New**)

3. We can change the _____ to change the shape of the text in Microsoft. (**fonts**)

4. Color Mismatch makes PPT _____. (**unattractive**)

5. We can use _____ for the movement of the text in PPT. (**transition**)

6. We use the _____ option to create a similar slide. **(duplicate)**

7. The speaker of PPT needs good _____ skills. **(communication and presentation skills)**

8. We _____ teach all content with PPT. **(cannot)**

9. The presenter may have _____ with overuse of PPT. **(over-reliance)**

10. PPt is an effective tool of _____. **(presentation)**

**11.5.2 Short Answer Questions:**

1. Why do we use PPT?

2. From where can we prepare PPT?

3. What is the importance of use of color in PPT?

4. Why can't we teach all topics with PPT?

5. How can we make learning more effective with PPT?

**11.5.3 Long Answer Questions:**

1. What are the advantages of using PPT in presentations?

2. Explain the process of preparing PPT.

3. What are the tips you follow to make your presentation effective?

## 11.6  Suggested Learning Resources

1. https://support.microsoft.com/

2. https://blog.hubspot.com/marketing/easy-powerpoint-design-tricks-ht

3. https://byjus.com/govt-exams/microsoft-powerpoint/

4. https://www.google.com/slides/about/

6.     https://writingcenter.gmu.edu/writing-resources/different-genres/writing-a-powerpoint-presentation

8.     https://mtss.tcnj.edu/other-services/teaching-with-technology/7-tips-for-designing-and-delivering-powerpoint-presentations/

9.     https://blog.hubspot.com/marketing/blog/tabid/6307/bid/6012/17-examples-of-great-presentation-design.aspx

10.    https://support.microsoft.com/en-us/office/where-are-the-menus-and-toolbars-e25451c0-8a1f-428c-afb4-d91e98807bd4

# Unit - 12: Electronic Forms-Survey Assessment

## Structure

**12.0** Introduction
**12.1** Objectives
**12.2** Electronic Forms of Surveys
       **12.2.1** Web Surveys
       **12.2.2** Email Surveys
       **12.2.3** Mobile Surveys
       **12.2.4** Social Media Surveys
       **12.2.5** Advantages of Electronic Surveys
       **12.2.6** Challenges of Electronic Surveys
       **12.2.7** Survey Design Tips
       **12.2.8** Ethical Considerations
       **12.2.9** Electronic Survey Applications
       **12.2.10** Summary
**12.3** Learning Outcomes
**12.4** Glossary
**12.5** Sample Questions
**12.6** Suggested Learning Resources

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## 12.0  Introduction

In the ever-evolving field of data collection and research methodologies, electronic forms have emerged as useful instruments for conducting surveys. The shift from traditional paper-based surveys to their electronic form signifies a fundamental change in how we approach efficiency, accessibility, and overall data collection. Electronic forms systematise the survey process, providing a different type of platforms tailored to different needs – from web surveys accessible through browsers to surveys distributed through email, mobile devices, and social media.

This change was brought about by the several benefits that electronic surveys provide, including cost-effectiveness, real-time data collection, and the ability to reach a global audience. Nevertheless, like any technological advancement, the adoption of electronic survey forms brings certain considerations. Factors such as the challenges of the digital divide, technical

issues, and ethical concerns regarding data security necessitate a thorough assessment of these electronic survey tools.

## 12.1 Objectives

After going through this unit, learners will be able to:
- acquire an understanding of electronic survey tools and their uses
- explore the features and functionalities provided by various online survey platforms
- build skills to create customised and effective surveys for specific purposes
- gain expertise in using the analytical tools available in online survey platforms
- develop the ability to critically assess and compare different online survey platforms

## 12.2 Electronic Forms of Surveys

Electronic form of surveys refers to the use of digital technology to collect data from respondents. This approach has become increasingly popular due to its efficacy, cost-effectiveness, and the potentiality to reach a wide audience. Here we will discuss different electronic forms of surveys in detail. Within this survey assessment, we will try to understand various forms of surveys such as web surveys, email surveys, mobile surveys, and social media surveys, etc. By examining the distinctive features, advantages, challenges, and best practices associated with each type of electronic survey, individuals, organizations, and survey practitioners with valuable insights to make informed decisions. Whether the goal is to optimize user experience, ensure data integrity, or maximize the survey's reach, a comprehensive understanding of these electronic survey forms is important.

### 12.2.1 Web Surveys:

Web surveys are conducted through online platforms and are accessible through web browsers.

 Advantages:
- Global Reach: Reach participants worldwide, breaking geographical barriers.
- Cost-Efficient: Eliminate printing and postage costs associated with traditional surveys.
- Real-time Data Collection: Responses are collected instantly, allowing for quick analysis.
- Interactive Features: Incorporate multimedia, skip logic, and branching for enhanced engagement.

Challenges:

- Digital Divide: Access to the internet may be uneven, excluding certain demographics.
- Technical Issues: Compatibility and browser problems may hinder participant experience.
- Response Bias: Certain groups may be more likely to participate, affecting representativeness.

**12.2.2 Email Surveys:**

Surveys distributed through email, with participants clicking on links to access and complete the questionnaire.

Advantages:

- Direct Communication: Reach a targeted audience directly through their email inbox.
- Cost-Efficient: No physical materials or postage costs.
- Easy Tracking: Monitor email delivery, opens, and click-through rates.

Challenges:

- Spam Filters: Emails may be filtered as spam, affecting delivery rates.
- Limited Visual Appeal: Lack of interactivity compared to web surveys.
- Low Response Rates: Participants may ignore or delete survey emails.

**12.2.3 Mobile Surveys:**

Surveys specifically designed for smartphones and tablets, allowing respondents to participate on mobile devices.

Advantages:

- Convenience: Participants can respond on-the-go, increasing accessibility.
- Responsive Design: Tailored interfaces for various screen sizes and orientations.
- Integration of Multimedia: Easily incorporate images, videos, and interactive elements.

Challenges:

- Limited Screen Size: Design challenges due to smaller screens.
- Data Entry Difficulties: Typing on mobile devices can be cumbersome.
- Compatibility Issues: Ensuring compatibility across different devices and operating systems.

**12.2.4 Social Media Surveys:**

Surveys conducted on social media platforms, leveraging their user base for data collection.

Advantages:

- Broad Audience: Tap into the large user bases of platforms like Facebook, Twitter, and Instagram.

- Shareability: Participants can easily share surveys, increasing reach.
- Real-time Engagement: Immediate interaction with participants through comments and likes.

Challenges:

- Limited Control: Limited control over the survey environment and potential for distractions.
- Response Authenticity: Concerns about the authenticity of responses due to anonymity.
- Algorithmic Changes: Platform algorithm changes may affect survey visibility.

As we can see each type of electronic survey has its unique advantages and challenges. One must carefully choose the survey method based on their target audience, objectives, and the nature of the data they wish to collect. Combining multiple methods or using a hybrid approach can also be effective in maximizing reach and data quality.

### 12.2.5 Advantages of Electronic Surveys:

- Cost-Effective: Eliminates the need for paper, printing, and postage costs.
- Time-Efficient: Responses are collected instantly, and data analysis can begin immediately after the survey concludes.
- Global Reach: Surveys can be accessed by participants worldwide, enabling researchers to gather diverse perspectives.
- Automation: Many electronic survey platforms offer automated features, such as skip logic and branching, which streamline the survey-taking process.
- Real-time Data: Researchers can monitor responses in real-time, allowing for quick adjustments or follow-up questions.

### 12.2.6 Challenges of Electronic Surveys:

- Digital Divide: Not everyone has equal access to digital devices or the internet, potentially excluding certain demographics.
- Technical Issues: Respondents may encounter technical difficulties such as compatibility issues, browser problems, or connectivity issues.
- Response Bias: Certain groups may be overrepresented or underrepresented, affecting the survey's representativeness.
- Data Security Concerns: Handling sensitive information online raises concerns about data privacy and security.

### 12.2.7 Survey Design Tips:

- User-Friendly Interface: Design the survey with a clean and intuitive layout to enhance the user experience.

- Compatibility: Ensure that the survey is accessible across various devices and browsers.

- Clear Instructions: Provide concise and easy-to-understand instructions for each question.

- Randomization: Randomize question order to minimize biases related to question placement.

- Testing: Conduct thorough testing before launching the survey to identify and resolve any issues.

- Export Options: Electronic survey platforms often provide export options for data analysis in popular formats like Excel or CSV.

- Graphical Representation: Use charts and graphs to visually represent survey findings for easier interpretation.

- Statistical Analysis: Apply statistical techniques to identify patterns, correlations, or trends in the collected data.

**12.2.8 Ethical Considerations:**

Informed Consent: Clearly communicate the purpose of the survey, how the data will be used, and obtain informed consent from participants.

Anonymity and Confidentiality: Ensure that participant responses are kept confidential, and consider allowing respondents to remain anonymous if possible.

Therefore, electronic forms of surveys offer numerous advantages in terms of efficiency and accessibility but come with their own set of challenges. Researchers must carefully consider the target audience, survey design, and ethical considerations to maximize the benefits of electronic survey methods.

**12.2.9 Electronic Survey Applications:**

There are a number of applications that can be used for online surveys. Let us discuss few of those applications:

1. SurveyMonkey: SurveyMonkey is one of the online survey platforms which is known for its simplicity in its usage, empowering users to effortlessly create, distribute, and analyse surveys. The platform is designed to cater to both individuals and organizations, eliminating the need for extensive technical skills. Offering a variety of survey templates and customization features, SurveyMonkey allows users to customise surveys to their specific requirements. The platform automatically compiles survey responses, presents them in a clear and actionable format for streamlined data analysis. With real-time reporting and collaboration features, SurveyMonkey proves to be a versatile tool suitable for diverse survey purposes, ranging from market research to employee feedback.

Benefits:

  - Widely used for its user-friendly nature and versatility.

  - Both free and paid plans available.

  - Integrates with various third-party applications.

Limitation:

  - Advanced features require a paid subscription.

2. Google Forms: Google Forms is a web-based survey and data collection tool offered by Google, designed to be user-friendly and accessible even for those without advanced technical skills. It allows individuals to create requirement based customised forms, quizzes, and surveys, and facilitates the easy distribution and real-time collection of responses. Google Forms offers various question types, providing flexibility in information gathering. The platform automatically organizes and compiles responses in a clear format. Additionally, seamless integration with other Google Workspace applications enhances collaboration and data management. Due to its simplicity and versatility, Google Forms is widely utilized for purposes ranging from academic assessments to professional feedback surveys.

Benefits:

  - Free and easily accessible.

  - Convenient sharing through email or links.

- Limitation:

  - May lack some advanced features found in specialized tools.

3. Qualtrics: Qualtrics is a web-based application that facilitates the creation of surveys and generation of reports, eliminating the need for prior programming expertise. The platform empowers users to conduct surveys, collect feedback, and administer polls through various distribution channels. The obtained results are accessible in report formats and can be downloaded. Additionally, Qualtrics supports the sharing of surveys and results, fostering collaborative efforts among users. It is a comprehensive survey platform suitable for complex research. It also features advanced survey logic, analytics, and collaboration tools. It is widely used in academic and business settings.

Benefits:

  - Suitable for enterprise-level surveys.

  - Offers a variety of question types and multimedia integration.

Limitation:

- May have a steeper learning curve.

4. Typeform: Typeform is a new online tool for making surveys and forms. Unlike regular surveys, it asks questions in a friendly, conversational way, making it more fun for people taking the survey. You can easily create attractive and responsive forms without needing to be a technical expert. Typeform offers different question options and allow the users customize their surveys. It is a great tool for collecting and analysing responses instantly, giving useful insights. Typeform is perfect for anyone who wants an easy and enjoyable way to gather information through surveys. This platform is known for visually appealing and interactive surveys. It utilizes a conversational form layout with conditional logic.

Benefits:

  - Ideal for creating engaging surveys.

  - Responsive design for various devices.

Limitation:

  - Free version has response limitations.

5. LimeSurvey: LimeSurvey is a survey platform that stands out for its open-source nature, allowing users to freely access and modify its source code for personalized survey creation. The platform offers flexibility in designing surveys with various question types and complex structures. LimeSurvey enables users to distribute surveys through multiple channels and collect responses in real-time. This platform is also known for its commitment to data security and privacy features that make it more reliable. With features like detailed reporting and analytics, LimeSurvey caters to a wide range of needs, making it an efficient comprehensive tool for managing surveys comprehensively, whether for academic research or organizational feedback.it is an open-source survey software with self-hosting options which offers extensive question types, multilingual support, and customization.

Benefits:

  - No cost for the basic version.

  - Customizable templates and themes.

Limitation:

  - Requires technical knowledge for self-hosting.

6. Zoho Survey: Zoho Survey is an online tool that helps people and businesses create, share, and analyze surveys easily. It's made by Zoho Corporation, a well-known software company. With a user-friendly interface, Zoho Survey lets you make surveys without needing advanced tech skills.

You can choose different types of questions and customize your surveys for specific needs. It also supports surveys in multiple languages, making it useful worldwide. The platform provides real-time analytics and reports, helping users understand their data quickly. Overall, Zoho Survey is a simple and effective tool for anyone looking to gather and analyse information through surveys. It is a user-friendly platform with drag-and-drop functionality. It also has collaborative tools for team-based survey creation. It also integrates with other Zoho applications.

Benefits:

  - Seamless integration with Zoho suite.

  - Offers a free plan with basic features.

Limitations:

  - Advanced features are part of paid plans.

**12.2.10 Summary:**

We have discussed different electronic survey platforms that show a diverse landscape, each application has its unique features, benefits, and drawbacks. These platforms cater to a range of user needs, with some prioritizing user-friendly interfaces like Zoho Survey, while others focus on advanced customization options. The benefits of features such as real-time analytics and support for multiple languages enhance the adaptability of these tools. Nevertheless, users must carefully consider potential limitations, such as pricing models, response restrictions, and varying levels of analytical depth. The selection of an online survey platform should align closely with users' specific needs, finding a balance between ease of use, functionality, and potential limitations. As organizations increasingly rely on surveys for insights, a thorough evaluation of these platforms becomes essential to ensure effective data collection and analysis.

The choice of an online survey application depends on specific survey requirements, audience characteristics, and budget considerations. Researchers should evaluate factors like ease of use, collaboration features, analytics capabilities, and integration options when selecting an application for their online surveys.

## 12.3  Learning Outcomes

Upon the completion of this Unit students are able to:

- gain knowledge about electronic forms of survey
- understand different features and functionalities offered by various online survey platforms
- develop skills to design effective surveys customised for specific needs
- acquire proficiency in utilizing the analytical capabilities of online survey platforms
- develop the ability to critically evaluate online survey platforms

## 12.4  Glossary

**Methodology**: The systematic, theoretical analysis of the methods applied in a particular field of study.

**Efficacy**: The ability of a method or system to produce the desired results effectively.

**Cost-effectiveness**: Achieving the best possible results with the least expenditure of resources.

**Real-time**: Immediate or near-instantaneous, occurring without delay.

**Global audience**: The potential reach of a survey or communication to participants worldwide, transcending geographical limitations.

**Analytical capabilities**: The ability of survey platforms to analyse and interpret data effectively.

**Digital divide**: Disparities in access to digital technologies or the internet among different demographics or groups.

**Data security**: Measures and concerns related to protecting sensitive information from unauthorized access or breaches.

**Skip logic**: A feature in survey design that allows respondents to skip certain questions based on their previous answers.

**Branching**: A survey design technique where respondents are directed to specific follow-up questions based on their previous responses.

**Interactivity**: The engagement and interaction levels within a survey, often enhanced by multimedia elements.

**Spam filters**: Mechanisms designed to identify and filter out unwanted or unsolicited emails.

**Click-through rates**: The percentage of email recipients who click on a link included in an email.

**Responsive design**: Designing surveys to adapt and function well on various screen sizes and orientations, especially for mobile devices.

**Algorithmic changes**: Modifications to the underlying algorithms of social media platforms, potentially affecting survey visibility or reach.

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## 12.5   Sample Questions

**12.5.1 Objective Questions:**

1. What is the main reason electronic forms of surveys have become increasingly popular?

   (a) They are traditional and familiar

   (b) They are cost-effective and can reach a wide audience

   (c) They are used only for small-scale research

   (d) They do not require technical knowledge

2. Which of the following is an advantage of web surveys?

   (a) Global reach

   (b) Spam filters

   (c) Limited visual appeal

   (d) Digital divide

3. A key challenge of email surveys is that:

   (a) They are cost-efficient

   (b) Participants can easily share them on social media

   (c) Emails may be filtered as spam

   (d) They incorporate multimedia features

4. What is one advantage of mobile surveys?

   (a) They have unlimited screen space for questions

   (b) They provide real-time data analysis

   (c) They allow participants to respond on-the-go

   (d) They offer skip logic and branching

5. What is a challenge associated with social media surveys?

   (a) Limited control over the survey environment

   (b) High costs associated with distribution

   (c) Lack of real-time engagement

   (d) Limited reach to specific audiences

6. Which of the following is a common challenge for all electronic surveys?

(a) Response rates are guaranteed to be high

(b) Digital divide and technical issues

(c) Costly survey design and distribution

(d) Difficulty in reaching global audiences

7. Which platform is known for its simplicity and ability to integrate with other Google Workspace applications?

(a) SurveyMonkey

(b) Google Forms

(c) Qualtrics

(d) Typeform

8. What is the benefit of using Typeform for surveys?

(a) It's best suited for academic-level research

(b) It offers visually appealing and interactive surveys

(c) It has no limits on the number of responses for the free version

(d) It requires advanced technical skills to create surveys

9. Which survey platform is open-source and allows users to modify its source code?

(a) SurveyMonkey

(b) Zoho Survey

(c) LimeSurvey

(d) Typeform

10. When choosing an online survey platform, researchers should consider:

(a) Only the free plans

(b) Only the ability to create anonymous surveys

(c) Factors like ease of use, collaboration, and analytics capabilities

(d) Platforms that lack data export options

**12.5.2 Short Answer Questions:**

1. Name one limitation of Google Forms mentioned in the text.

2. Explain how social media surveys differ from web surveys in terms of participant interaction.

3. Briefly describe the challenge associated with the digital divide in electronic surveys.

4. What is a key consideration for survey practitioners to maximize the benefits of electronic survey methods?

5. Provide one survey design tip mentioned in the text to enhance the user experience.

**12.5.3 Long Answer Questions:**

1. Compare and contrast the advantages and challenges of email surveys and mobile surveys.

2. Discuss the ethical considerations for conducting electronic surveys.

3. Examine the unique features and limitations of SurveyMonkey as an electronic survey platform.

## 12.6  Suggested Learning Resources

1. Bhaskaran, V., & LeClaire, J. (2010). Online surveys for dummies. https://openlibrary.org/books/OL25321434M/Online_surveys_for_dummies

2. Online Tests: Create Google Forms from the scratch. A live demonstration. https://www.youtube.com/live/jxjsuBVhJiE?si=PMab7947YPa9S62q

3. Ransome, P. (2013). Ethics and values in social research. https://doi.org/10.1007/978-1-137-30387-5

4. https://www.google.com/forms/about/

5. https://www.surveymonkey.com/

6. https://www.limesurvey.com/

7. https://www.zoho.com/campaigns/integration/survey-email-campaigns.html

8. https://www.google.com/search?sca_esv=0f81dff0e80388d2&rlz=1C1VDKB_enIN1079IN1079&sxsrf=ACQVn08EqcMIxUhaOLmVyrt8PfF3A3c4Fw%3A1706789620428&q=qualtrics%20survey&ved=2ahUKEwiSp6DojoqEAxX_e2wGHbpDAmYQmoICKAF6BAhdEAI

# Unit - 13: Telephonic Conversations

## Structure

## 13.0　Introduction

Telephonic conversations play an important role in today's fast-paced, interconnected world. Whether it is an instant chat with a friend, a formal business discussion, or handling an emergency, knowing how to communicate effectively over the telephone is an invaluable skill. Unlike face-to-face conversations, telephonic interactions rely entirely on verbal communication, as non-verbal cues such as facial expressions and body language cannot be seen. This makes the tone, clarity, and choice of words even more significant in conveying intended meaning, emotions, and messages.

In telephonic communication, the listener's perception is formed solely through what they hear. Without the help of visual cues, it is easier for messages to be misunderstood or misinterpreted. Thus, being clear, concise, and mindful of how you express yourself becomes essential. Additionally, the absence of physical presence demands more attention to listening skills, ensuring both persons are engaged and fully comprehending each other.

This unit delves into the various dimensions of telephonic conversations, exploring the differences between formal and informal communication, the importance of tone and language, and the significant role of etiquette. By understanding these aspects, you will be able to have a variety of phone interactions conveniently—whether it's scheduling an appointment, inquiring about services, or having a casual talk with a friend—with confidence and professionalism. Moreover, you will also learn to handle challenging situations like misunderstandings, complaints, or emergencies, all while maintaining politeness and control.

## 13.1  Objectives

By the completion of this unit, students will be able to:
- differentiate between formal and informal telephonic conversations
- demonstrate effective communication techniques over the phone
- apply proper telephone etiquette in both personal and professional contexts
- identify and use common telephonic phrases effectively for inquiries, clarifications, requests, etc.
- handle challenging telephonic situations such as misunderstandings, complaints, or emergencies with confidence

## 13.2  The Nature of Telephonic Conversations

Unlike face-to-face communications, telephonic conversation relies exclusively on verbal elements such as voice, tone, and clarity. This means that speakers must be particularly mindful of how they convey their message and how they listen. Without body language or eye contact, there are chances of misunderstandings to occur, so telephonic conversations require more focus on careful listening and clear speaking.

**Basic Characteristics of Telephonic Conversations:**
1. Absence of Visual Cues: The inability to see the other person's facial expressions or body gestures make it important to use a clear tone and descriptive language.
2. Dependence on Voice: The tone, volume, and pace of your voice become primary indicators of your mood, politeness, and intentions.

3. Clarity and Brevity: Telephonic conversations are often more direct and concise compared to face-to-face interactions, especially in formal or business settings.

4. Structured Nature: Formal phone calls usually follow a clear structure, starting with greetings, moving to the main purpose, and ending with polite closings.

**Formal vs. Informal Telephonic Conversations**

Telephonic conversations are generally divided into two types: formal and informal. Each type has distinct language, tone, and behavioural expectations. Understanding when to use each form is essential for effective communication.

**13.2.1 Formal Telephonic Conversations:**

Formal telephonic conversations are typically used in business, professional, or official settings, such as making an inquiry to an organization, scheduling an appointment with officials, or speaking to a client. The language used here is more polite, respectful, and structured.

**Characteristics of Formal Conversations:**

Polite greetings: "Good afternoon, this is [your name], how may I assist you?"

Use of complete sentences: Avoid using slang or informal contractions and use complete sentences. Instead of "Yeah, sure," you would say, "Yes, certainly."

Politeness markers: Frequent use of "please," "thank you," and "excuse me."

Professional tone: The speaker maintains a neutral, courteous tone throughout the call.

Example of a Formal Conversation:

Caller: "Good morning, this is Jaya Rathod calling from ABC Corporation. I am calling to inquire about the availability of office supplies."

Receiver: "Good morning, Ms. Rathod Thank you for calling. Could you please specify which supplies you are interested in?"

Caller: "Certainly, I am looking for A4 sheets and toner cartridges for our printers."

**13.2.2 Informal Telephonic Conversations:**

Informal conversations usually take place between friends, family, or acquaintances. These conversations are relaxed, casual, and often spontaneous. The language used is more colloquial, and the tone is friendly.

**Characteristics of Informal Conversations:**

Casual greetings: "Hey, how's it going?" or "What's up?"

Contractions and colloquialisms: It is common to use casual forms like "gotcha" instead of "got you," or "yeah" instead of "yes."

Relaxed tone: The overall tone is warm, and the speaker may even use humour or light wit.

Less structured: Informal conversations tend to be more flexible and can switch topics easily.

Example of an Informal Conversation:

Caller: "Hey, it's me. What are you up to next weekend?"

Receiver: "Not much, just relaxing. You wanna grab a coffee?"

Caller: "Yeah, sounds good. Let's do that!"

### 13.2.3 Common Phrases and Expressions in Telephonic Conversations:

Using the right phrases, tones and expressions can make telephonic communication smoother and more effective. While formal and informal conversations require different language, certain phrases are useful in various contexts. Let us practice these common phrases:

### 1 Beginning a Call

Formal: "Good afternoon, this is [name], how may I assist you?"

Informal: "Hi, it's [name], how's it going?"

### 2 Asking for Clarification

Formal: "Pardon! could you please repeat that?"

Informal: "Sorry, can you say that again?"

### 3 Making a Request

Formal: "I would appreciate it if you could forward the information by email."

Informal: "Can you text me the venue details?"

### 4 Ending a Call

Formal: "Thank you for your time. Have a great day."

Informal: "Alright, have to rush, talk to you later!"

These common phrases are essential for navigating usual telephonic conversations, whether you're making an inquiry, requesting information, or simply chatting with a friend.

### 13.2.4 Politeness and Etiquette in Telephonic Conversations:

Politeness plays a significant role in successful telephonic conversations, particularly in formal situations where maintaining a professional attitude is essential. Telephone etiquette refers to the way you conduct yourself during a call, ensuring the conversation is respectful, clear, and courteous.

### 13.2.5 Key Elements of Phone Etiquette:

1. **Proper Greetings and Closings**:

Initiate every phone call with a polite greeting and introduction, and close with a courteous farewell. This structure sets a respectful tone and leaves a positive impression on the caller.

- **Greeting**: "Good afternoon, ma'am, this is [your name], how can I assist you today?"
- **Closing**: "Thank you for your call. Have a great day!"

2. **Listening Carefully**:

Active listening is important during telephone conversations. Since visual cues are absent, you must rely on verbal signals to understand the speaker's meaning. Show attentiveness by acknowledging what the speaker is saying, using phrases like, "I see," or "I understand."

3. **Handling Interruptions Politely**:

If you need to interrupt someone or put them on hold during telephonic conversation, do so courteously. Interrupting without notice can seem rude, so it is important to ask for permission.

- **"**Excuse me, may I put you on hold for a minute?"
- **"**Sorry to interrupt you, but could I clarify something?"

4. **Managing Misunderstandings**:

If you cannot understand something during a telephone conversation, politely ask the speaker to repeat themselves or clarify. It is better to avoid making assumptions, as this can lead to confusion and misinterpretation.

- **"**Could you please clarify those points?"
- **"**I did not get that, could you repeat it?"

5. **Staying Professional in Challenging Situations**:

When handling complaints or difficult calls, remain calm and professional. Apologize when necessary and offer solutions rather than excuses.

- **"**I apologize for the inconvenience. Let me check how I can help resolve the issue."

**13.2.6 Overcoming Communication Barriers:**

Telephonic conversations are often exposed to various communication barriers, which can affect the clarity and flow of the conversation. These barriers may include poor network connectivity, language differences, or background noise. Knowing how to handle these challenges is essential for ensuring effective communication.

**1. Poor Signal or Reception**

When the telephone connection is unclear or weak, it is important to remain patient and avoid speaking too fast. You may politely ask the caller to repeat themselves if necessary.

- **"**I'm sorry, I did not get that. Could you say it again?**"**
- **"**The connectivity seems weak. Could you speak a little louder?**"**

## 2. Language Barriers

Language differences can sometimes challenge the communication, especially in formal or business situations. In such cases, speak slowly and clearly, and avoid using idiomatic expressions that might be difficult to understand for the caller.

- **"**Let me explain it more clearly.**"**
- **"**I will repeat that for you to ensure clarity.**"**

## 3. Background Noise

Distractions from loud environments can affect the telephonic conversation. If possible, move to a quieter location or ask the other person to do so.

- **"**There seems to be a lot of noise in the background. Could we continue the conversation in a quieter place?**"**

## 13.2.7 Handling Specific Telephonic Situations:

Different contexts demand different approaches in telephonic communication. Whether you are raising a complaint, handling an emergency, or making an inquiry about something, understanding the right approach is essential.

## 1. Making Inquiries

Inquiries are common in formal contexts and conversations, such as enquiring about the information about products, services, or appointments. You must be direct but polite in your request, and ensure that you confirm the information you receive.

- **"**I called to inquire about the availability of your products.**"**
- **"**Could you please confirm the time of the service?**"**

## 2. Handling Complaints

When raising a complaint, it is important to remain calm and express your problem clearly. Avoid being confrontational, and instead, focus on resolving the issue by asking for help.

- **"**I have to report an issue with the service I received.**"**
- **"**Could you please help me resolve this problem?**"**

## 3. Emergency Calls

Emergency calls require prompt and clear communication. Always provide important details first, such as the nature of the emergency and your location. Keep your tone calm and provide specific instructions as needed.

- **"This is an emergency. I need an ambulance at [location]."**
- **"There's a fire in my building. Please send help immediately."**

**13.2.8 Summary:**

To summarize, we can say that telephonic conversations, that are often taken for granted, demand a unique set of communication skills due to their dependency solely on verbal interaction. As this unit has explored, understanding the differences between formal and informal telephone conversations is essential for adapting to different situations, from casual chats to professional discussions. The right tone, choice of words, and adherence to phone etiquette can determine whether the interaction is smooth and productive or results in confusion and frustration. Mastery over telephonic conversation is not just about speaking clearly but also about listening attentively, handling interruptions with grace, and resolving misinterpretations with patience. Knowing the appropriate phrases and behaviours for various situations and contexts whether you're making an inquiry, dealing with a complaint, or responding to an emergency, equips you to handle any telephonic challenge with care and confidence. By applying these principles of politeness, professionalism, and active listening, you will become a more effective communicator over the telephone. Whether you're in business or maintaining personal relationships, the ability to handle telephonic conversations with skill will enhance your interpersonal and professional interactions, making you a more competent and reliable communicator in both formal and informal settings.

## 13.3  Learning Outcomes

After completing this unit, the students are now able to:
- differentiate between formal and informal telephonic conversations
- demonstrate effective communication techniques over the phone
- apply proper telephone etiquette in both personal and professional contexts
- identify and use common telephonic phrases effectively for inquiries, clarifications, requests, etc.
- handle challenging telephonic situations such as misunderstandings, complaints, or emergencies with confidence

## 13.4  Glossary

**Articulation:** The clear and precise pronunciation of words.

**Etiquette:** A set of polite behaviours or rules governing proper conduct during communication.

**Clarification:** The act of making something clearer or easier to understand, especially when there's confusion.

**Colloquial:** Informal language used in everyday conversation rather than in formal speech or writing.

**Tone:** The quality of a person's voice that expresses their feelings or mood.

**Active Listening:** Fully concentrating, understanding, responding, and remembering what is being said during communication.

**Brevity:** The quality of being concise and to the point in communication.

**Formal:** Language or behaviour that is respectful, structured, and used in professional or official contexts.

**Reception:** The quality of the phone signal during a call, which affects how clearly voices can be heard.

**Misunderstanding:** A failure to understand something correctly, which can occur when communication is unclear or incomplete.

## 13.5  Sample Questions

### 13.5.1 Objective Questions:

1. Which of the following is a key characteristic of a formal telephonic conversation?

     (a) Use of slang

     (b) Casual greetings

     (c) Polite language and structure

     (d) Interruptions without apology

2. What is the primary challenge of telephonic communication compared to face-to-face interaction?

     (a) Longer conversations

     (b) Absence of visual cues

     (c) More complex vocabulary

(d) Limited time for responses

3. Which of these phrases is appropriate for closing a formal conversation?

    (a) "See ya later!"

    (b) "Thank you for your time. Have a great day."

    (c) "Okay, bye!"

    (d) "Catch you later!"

4. What does the term 'active listening' mean in telephonic conversations?

    (a) Interrupting the speaker to clarify points

    (b) Writing down everything the speaker says

    (c) Fully focusing, understanding, and responding to the speaker

    (d) Speaking clearly without background noise

5. Which of the following is not a typical barrier in telephonic communication?

    (a) Poor signal

    (b) Background noise

    (c) Lack of professional attire

    (d) Language differences

6. What is the primary factor that distinguishes telephonic conversations from face-to-face communication?

    (a) Length of conversation

    (b) Use of written communication

    (c) Absence of non-verbal cues

    (d) Requirement of technical skills

7. Which of the following is NOT a key element of telephone etiquette?

    (a) Speaking clearly

    (b) Listening actively

    (c) Interrupting when necessary

    (d) Being polite and respectful

8. What does 'clarification' refer to in a telephonic conversation?

    (a) Making a point more complicated

    (b) Asking questions to ensure understanding

    (c) Concluding the conversation

    (d) Raising your voice for emphasis

9. Which of the following is considered a polite way to start a formal phone conversation?

      (a) "Hello! Who's this?"

      (b) "Hey, what's up?"

      (c) "Good morning, may I speak to Mr. Sharma, please?"

      (d) "Yes, what do you want?"

10. What is the best course of action when there is a misunderstanding in a phone conversation?

      (a) Raise your voice to be heard better

      (b) Ask for clarification politely

      (c) End the call abruptly

      (d) Ignore the issue and continue

**13.5.2 Short Answer Questions:**

1. What is the importance of tone in telephonic conversations?

2. Why is active listening important during phone calls?

3. How do formal and informal telephonic conversations differ in terms of language?

4. What should you do when there is background noise during a phone conversation?

5. What is the role of politeness in telephonic conversations?

**13.5.3 Long Answer Questions:**

1. Explain the key differences between formal and informal telephonic conversations, including language, tone, and structure.

2. Discuss the role of etiquette in telephonic conversations and how it contributes to effective communication.

3. Explain the challenges in telephonic conversations and how they can be overcome.

## 13.6  Suggested Learning Resources

1. Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). *Business communication today* (13th ed.). Pearson Education.

2. Eunson, B. (2012). *Communicating in the 21st century* (3rd ed.). John Wiley & Sons.

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9. Verderber, R. F., Verderber, K. S., & Sellnow, D. D. (2017). *Communicate!* (15th ed.). Cengage Learning.

10. Goldsmith, M. (2010). *What got you here won't get you there: How successful people become even more successful*. Profile Books.

# Unit - 14:
## Formal Conversation: (a) Bus, railway station, Airports
## Formal Conversation: (b) Bank, Hospitals, Private/Govt. Offices

## Structure

## 14.0   Introduction

You have already studied that there are mainly two types of conversations, viz. formal and informal conversations. In this unit, we are going to learn what is meant by a formal conversation, what is its scope and what are the situations where we make such conversation. Do you know the meaning of the word 'formal'? Sometimes you might have somebody saying that the situation was quite formal or there we needed to follow certain formalities. In conversations also, there are some situations where we are supposed to follow some formalities in the sense of words we use, sentence structures we adopt, the mannerism that we follow and etc. The way we converse with others in such situations demands a few formalities in their content or form. In formal conversations, one must be bothered about the structure of the language or the appropriacy of the words being used. Suppose you are going to a government office to submit a complaint regarding cattle menace at your village. There you will have to present it very formally both in content and form. Keeping in mind the importance of formal conversations, let's learn some different forms of formal conversations that we are supposed to make in our life.

## 14.1   Objectives

The present unit is aimed at helping you know and practise the formal conversations. After learning this unit you will be able to:

- realise the need for formal conversations in daily life.
- internalise the importance of formal conversations
- know different types of formal conversations.
- identify specific abilities required for effective formal conversations.
- develop the capacities required for making effective formal conversations.
- make formal conversations according to the situation.

## 14.2   Characteristics of Formal Conversations

Formal conversations adhere to some established norms of politeness, structure, and professionalism. We use formal conversations in professional settings, official communications and in situations where respect and clarity are paramount. If you are going to a Police Station to lodge a complaint about a particular issue, you must be very careful about the words being used both in oral and written forms. In some situations, your body language also matters a lot. Politeness and respect is an important characteristic of formal conversation. Contrary to informal conversation, in formal conversations, you have to address others using their title like Mr., Mrs., Miss. Dr. and etc. along with their Last Names. If you are addressing Franci Jacob, you will use 'Mr. Jacob' in the formal setup. Another characteristic of formal conversation is courtesy of expression. During formal conversations, one must be very polite which will reflect in the form of phrases like "please," "thank you," "excuse me," and "I appreciate", and etc. In the formal conversations, you must be more about your language. You have to present your matter in a very structured language.  It should be very clear and concise which focuses on the point avoiding overly complex language jargon according to the demand of the situation. You already know that there is formal vocabulary in the language. In formal conversation, you have to use formal vocabulary and avoid slang or colloquial expressions.

Professional tone is another important characteristic of formal conversation. In a formal conversation, you have to be objective and neutral by maintaining a neutral and objective tone during the discussion especially while dealing with sensitive and contentious topics. Emotional

and subjective language must be avoided in such conditions. To prove your professionalism, you have to exchange formal greetings and closures in your formal conversations. So, your conversations will start with greetings like "Good morning" or "Good afternoon," and end with polite closures such as "Sincerely" or "Best regards" in written communication. Similarly, you must use complete sentences with proper grammar. Incomplete or incorrect sentences may convey wrong messages to the recipient. Punctuation marks have a lot to do in written communication. Wrong punctuation will collapse the entire meaning of a sentence.

Certain other important characteristics of formal conversations are active listening and structured responses. You have to prove that you are actively listening by acknowledging what the other person has said and reflecting back the key points or summarizing their comments before you start to respond. While you respond, you have to structure your replies clearly and logically, making it easy for the other person/s to follow your points without any confusion. In the written formal conversations, there are certain norms to be followed. You have to start with a formal salutation, followed by a clear and concise body, and end with a formal closing and signature. It would be always better if you proofread the written content to ensure the grammatical accuracy, clarity and proper formatting before it is sent to others. Like informal one, formal communication also utilises the benefits of non-verbal cues to make it effective. Non-verbal communication, such as appropriate eye contact, a firm handshake, a respectful posture, body language, facial expressions, and gestures, plays a significant role in formal conversations. These cues enhance understanding and convey emotions.

In this unit, we are going to be familiar with some of the formal conversations that take place in our daily life. We often go to the bus station, railway station or airport and there we will have to talk to any staff to ask for any assistance or normal enquiries.

**14.2.1 Formal Conversation at an Airport:**

Suppose you are travelling from Bangalore to Hyderabad. After reaching the airport, you need some clarification regarding the check-in process and also need some information regarding the facilities available at the airport. In this situation, you will have to approach any airport staff there. The conversation will proceed in the following way.

*You*: Good morning.

*Airport Staff*: Good morning sir. How can I assist you today?

*You*: I'd like to check in for my flight, please. I'm travelling to Hyderabad with Air India.

*Airport Staff*: Certainly. May I have your ID proof and flight ticket, please?

*You*: Of course. Here is my Aadhar Card and flight ticket.

*Airport Staff*: Thank you. Let me check your reservation. (Types on computer) I see your reservation here. Your flight is scheduled to depart at 10:00 AM. Do you have any checked luggage?

*You*: Yes, I have one trolley bag to check in.

*Airport Staff*: Alright. Please place your trolley bag on the scale here. (Traveler places suitcase on the scale) Thank you. Your luggage is within the weight limit and has been checked in. Here is your boarding pass. Your gate is B12, and boarding will start at 9:30 AM.

*You*: Thank you. Could you also let me know where the nearest lounge is?

*Airport Staff*: Certainly. The nearest lounge is located in Terminal B, near Gate B15. You can access it if you have a membership or a lounge pass.

*You*: I don't have a lounge pass. Are there any other amenities or services available while I wait?

*Airport Staff*: Yes, there are several cafes and shops in Terminal B where you can purchase refreshments or browse. Additionally, there are seating areas and charging stations available throughout the terminal.

*You*: That's helpful. Is there anything else I need to be aware of before my flight?

*Airport Staff*: Just remember to keep your boarding pass and Aadhar Card handy for security screening. If you have any other questions or need assistance, feel free to approach any of the airport staff. Have a pleasant journey!

*You*: Thank you very much for your assistance. Have a great day!

*Airport Staff*: You too. Safe travels!

### *Check your progress*

1. After you landed at Hyderabad airport, you found that your luggage was missing. You find a security staff there. Write a formal conversation that will take place between both of you.

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**14.2.2 Formal Conversation at a Bus Station:**

Suppose you want to travel from Agra to Jaipur. You reach Agra bus station and you want to talk to the station master regarding the bus services to Jaipur and also you want to know the amenities provided at the bus station.

*You:* Good afternoon.

*Station Master:* Good afternoon. How may I assist you today?

*You:* I'm looking for information about the bus service to Jaipur. Could you please provide me with the details?

*Station Master:* Certainly. We have several buses to Jaipur throughout the day. Could you please specify the time you wish to travel or any specific preferences you have?

*You:* I'd like to depart in the early afternoon. What are the available options?

*Station Master:* Let me check the schedule for you. (Checks schedule) There are three buses to Jaipur in the early afternoon: one at 12:00 PM, another at 1:30 PM, and the last one at 3:00 PM. All of these buses are operated by reliable services and are comfortable.

*You:* Thank you. Could you also tell me about the ticket prices and how I can purchase a ticket?

*Station Master:* The tickets for the bus to Jaipur range from ₹1000 to ₹1500, depending on the type of seating you choose. You can purchase tickets at the ticket counter here at the bus station or through our online booking system. If you prefer to buy a ticket at the counter, it's advisable to arrive a little early to ensure availability.

*You:* I see. What facilities are available at the bus station while I wait for my bus?

*Station Master:* Our bus station offers several facilities for your convenience. There are waiting areas with comfortable seating, restrooms, and a refreshment kiosk that serves snacks and beverages. We also have a small bookshop and an ATM for any cash needs.

*You:* That sounds quite convenient. Are there any additional services like luggage storage or Wi-Fi?

*Station Master:* Yes, we provide a luggage storage service where you can safely leave your bags for a nominal fee. Additionally, we offer free Wi-Fi throughout the bus station. You can connect using the network named "BusWiFi" and follow the prompts to log in.

*You:* Thank you for all the information. Is there anything else I should know before my trip?

*Station Master:* Just remember to keep your ticket and identification handy for verification. It's also a good idea to check the departure board for any updates on bus schedules or platform changes. If you need any further assistance, feel free to ask any of our staff.

*You:* Thank you very much for your help. Have a good day!

*Station Master:* You're welcome. Have a pleasant journey and a great day as well!

**Check your progress**

1. After you reached Jaipur, you wanted to catch a taxi to the hotel where your stay was confirmed. How will you converse with the support staff available at the bus station?

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**14.2.3 Formal Conversation at a Railway Station:**

Suppose you want to travel to Bhopal. You reach the local railway station and you want to talk to the railway official at the enquiry counter regarding the arrival of your train and also you want to know the facilities provided at the railway station.

*You: Good evening.*

*Official: Good evening. How may I assist you today?*

*You: I am waiting for the arrival of the train to Bhopal. Could you please provide me with the details of its arrival time and platform?*

*Official: Certainly. May I have the train number or name, please?*

*Traveler: The train number is 12345.*

*Official: Thank you. Let me check the schedule. (Checks schedule) The train number 12345 from Delhi is scheduled to arrive at 7:45 PM. It will be arriving at Platform 3. But I'm sorry to inform you that the train is now running late by 2 hours.*

*You: Thank you for the information. Delay of 2 hours? Could you also inform me about the facilities available at this station?*

*Official: Of course. Our railway station offers several facilities for your convenience:*

*There are waiting areas with comfortable seating in the main hall and on each platform.*

*Restrooms are located near the waiting areas and are regularly cleaned.*

*We have a refreshment kiosk and a cafeteria where you can purchase snacks and beverages.*

*There is a bookshop and a small convenience store for any travel necessities you might need.*

*For your convenience, we also have a luggage storage service where you can securely store your bags for a nominal fee.*

*An ATM is available in the main hall for cash withdrawals.*

*We offer free Wi-Fi throughout the station. You can connect to the network named "StationFreeWiFi" and follow the instructions for access.*

*You: That's very helpful. Is there a first aid station or medical facility available at the station?*

*Official: Yes, we have a first aid station located near the main entrance. For any medical emergencies, our staff can assist you in contacting local medical services promptly.*

*You: Great. Is there anything else I should be aware of while waiting for my train?*

*Official: Just keep an eye on the electronic departure boards for any updates regarding the train schedule or platform changes. If you need any further assistance, please feel free to ask any of our staff members. Or you can download our app on your phone through which you can get all the information at your hand.*

*You: Thank you very much for all the information. I appreciate your help.*

*Official: You're welcome. Have a pleasant wait and a safe journey. If you need anything else, don't hesitate to ask.*

*You: Thank you. Have a good evening.*

*Official: You too. Good evening!*

 **Check your progress**

1. When you board your train, you find that your berth is already occupied by somebody else. You find the TTE nearby you. How will you make a conversation between you and the TTE?

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**14.2.4 Formal Conversation at a Bank:**

You want to open a new bank account at your native place. You go to the bank but you don't know the procedure to open a new bank account. There you see an official sitting with a board 'May I Help You'. You directly go to that person and start your conversation formally. The conversation will proceed in this way:

*You*: Good afternoon, I'm Hari with you.

*Official*: Good afternoon, I'm Priya. How can I assist you today?

*Hari*: I would like to open a new savings account with your bank. Could you please provide me with the necessary details and the process involved?

*Priya*: Certainly, Mr. Hari. We offer several types of savings accounts. Our primary options are the Regular Savings Account, the Premium Savings Account, and the High-Yield Savings Account. Each has its own features and benefits.

*Hari*: Could you tell me more about the High-Yield Savings Account?

*Priya*: Of course. The High-Yield Savings Account offers a higher interest rate compared to the Regular Savings Account. It also comes with additional benefits like free ATM transactions, and no monthly maintenance charges if you maintain a minimum balance. The interest rate for this account is generally higher, making it a good option if you plan to maintain a substantial balance.

*Hari*: That sounds interesting. What documents are required to open this account?

*Priya*: To open a High-Yield Savings Account, you will need to provide the following documents:

Proof of Identity (such as Aadhar card, passport, or voter ID)

Proof of Address (such as utility bill, bank statement, or rental agreement)

A passport-sized photograph

Your Permanent Account Number (PAN) card

*Hari*: I have all these documents with me. Is there an initial deposit required?

*Priya*: Yes, there is a minimum initial deposit requirement of ₹10,000 for the High-Yield Savings Account.

*Hari*: I have the required deposit amount. What are the next steps?

*Priya*: The next step would be to fill out an account opening application form. I will assist you with this form. Once you have completed it and submitted your documents along with the initial deposit, we will process your application. You should receive your account details and a debit card within a few business days.

*Hari*: That sounds good. I am ready to proceed with the application.

*Priya*: Excellent. Please follow me to the application desk, and we will get started on the paperwork.

*Hari*: Thank you very much for your assistance.

*Priya*: You're welcome, Mr. Hari. If you have any more questions or need further assistance during the process, please feel free to ask.

**14.2.5 Formal Conversation at a Hospital:**

You want to book an appointment with a doctor. You go to the hospital and there you find a help desk. You ask the receptionist regarding the availability of a doctor and his time schedule. You start your conversation formally. The conversation will proceed in this way:

*Receptionist*: Good morning, Welcome to Pace Hospital. How may I assist you today?

*You*: Good morning. I would like to schedule an appointment with Dr. Ansari, the gastroenterologist. Could you please provide me with the available dates and times?

*Receptionist*: Certainly. May I have your full name, please?

*You*: Of course. My name is XYZ

*Receptionist*: Thank you, XYZ. Could you also provide your date of birth and contact information?

*You*: Yes, my date of birth is [Your Date of Birth], and my phone number is 1234567899.

*Receptionist*: Thank you. Let me check Dr. Ansari's schedule for you. One moment, please. [Pause while checking the schedule] Dr. Ansari is available on 9th September 2024 at 2 pm. or on 12th September  at 4 pm. Which of these options would work best for you?

*You*: The appointment on 12th September at 4 pm works well for me. Can you confirm that?

*Receptionist*: I will confirm that for you. May I also ask if you have any specific requirements or if there are any particular concerns you would like to discuss with the doctor?

*You*: No special requirements, just a standard consultation.

*Receptionist*: Understood. I have scheduled your appointment with Dr. Ansari for 12th September at 4 pm. You will receive a confirmation message with the details shortly.

*You*: Thank you very much for your assistance.

*Receptionist*: You're welcome. If you have any further questions or need to reschedule, please don't hesitate to contact us. Have a great day!

*You*: Thank you. You too. bye.

*Receptionist*: bye.

*Check your progress*

1. After consulting the doctor, he prescribed some lab tests. Now you want to talk with a staff member available at the lab. Ask him what the prescribed tests are and how much they cost.

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**14.2.6 Formal Conversation at a Hotel:**

*You*: Good afternoon.

*Receptionist*: Good afternoon, and welcome to Radisson Blu. How may I assist you today?

*You*: I have a reservation under the name XYZ. I'd like to confirm the details and check in, please.

*Receptionist*: Certainly. May I please have your ID and the credit card?

*You*: Of course. Here it is.

*Receptionist*: Thank you. I see your reservation here. You have booked a Deluxe Room for three nights, starting today. Is that correct?

*You*: Yes, that's correct.

*Receptionist*: Great. I will now process your check-in. May I confirm your contact information and the number of guests staying with us?

*You:* My contact number is 1234567899 and there will be two guests.

*Receptionist*: Thank you. I have updated your information accordingly. Here is your room key card. Your room is located on the third floor, and the room number is 305.

*You* : Thank you. Could you please tell me about the amenities included with the room?

*Receptionist*: Certainly. Your room includes complimentary Wi-Fi, access to the fitness center, and breakfast each morning from 7:00 AM to 10:00 AM in the dining area. Should you need any additional services or have any special requests, please feel free to let us know.

*You*: That sounds perfect. Is there a concierge available for assistance with local attractions and dining recommendations?

*Receptionist*: Yes, our concierge service is available at the desk from 8:00 AM to 8:00 PM. They will be more than happy to assist you with any inquiries or bookings you may need.

*You*: Wonderful. One last thing—could you please arrange for a wake-up call at 6:30 AM tomorrow?

*Receptionist*: Absolutely. I will set up a wake-up call for you at 6:30 AM.

*You*:  Thank you very much for your assistance.

*Receptionist*: You're very welcome. If you need anything else, please don't hesitate to contact the front desk. Enjoy your stay at Radisson Blu.

You: I will. Have a good day.

*Receptionist*: Thank you, and you as well.

### *Check your progress*

1. The next day you went to a museum near your hotel. You were thrilled by the antiques collections available there. If you converse with the museum curator, how will it be?

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## 14.3   Learning Outcomes

In this unit, we have learnt why and how we make formal conversations in our daily life. We learnt various features, advantages and disadvantages of formal conversations. We also identified so many situations where formal conversations take place. Create such situations and practise formal conversation. The more you practise, the more perfect you will be.

## 14.4   Glossary

**Formal Conversation**: A conversation that follows some formalities.

**Would you…**: Commonly used to make polite requests.

**Greetings**: Used to wish others like 'hi', 'hallo' etc.

**May I**….: Used to ask permission

**Of course**: Used to give permission or show agreement with others.

## 14.5   Sample Questions

**14.5.1 Objective Questions:**

1. Formal conversations adhere to some established norms of politeness, structure, and professionalism.

     (a) True          (b) False

2. Politeness and respect is an important characteristic of formal conversation.

     (a) True          (b) False

3. Professional tone is not an important characteristic of formal conversation.

     (a) True          (b) False

4. Active listening is an important characteristic of formal conversation.

     (a) True          (b) False

5. We exchange formal greetings and closures in our formal conversations.

     (a) True          (b) False

6. "May I please have your ID and the credit card?"- This sentence shows politeness.

     (a) True          (b) False

7. Phrases like "please," "thank you," and "excuse me" are commonly used in formal conversations.

     (a) True          (b) False

8. Structured response is not a characteristic of formal conversation.

     (a) True          (b) False

9. In formal conversation, one must be conscious about the language being used.

     (a) True          (b) False

10. Formal conversation should be arranged in a logical order.

     (a) True          (b) False

**14.5.2 Short Answer Questions:**

1. Why are formal conversations important in our daily life?

2. Explain why we must be more concerned with our language in a formal conversation?

3. List out some situations where we make formal conversations

4. Prepare a formal conversation with a bank manager regarding personal loan.

5. Write a formal conversation with your doctor regarding your upcoming surgery.

**14.5.3 Long Answer Questions:**

1. Prepare a conversation between you and an officer at the electricity office regarding a new electricity connection.

2. Write down a conversation with a Police Officer of your area regarding an anti-drug campaign.

3. Suppose you are planning to visit US. Go to a travel consultant and have a conversation regarding the visa and other procedures. Prepare a draft of it.

## 14.6 Suggested Learning Resources

1. High School English Grammar & Composition, Wren & Martin

2. Essential English Grammar with Answers, 2nd Edition, Raymond Murphy

3. https://www.youtube.com/watch?v=hr_W8X5i34k

4. https://www.youtube.com/watch?v=dR9gNdiv-30

5. https://youtu.be/zWyGx2-xiiQ?feature=shared

6. https://youtu.be/xu7hp9O54bk?feature=shared

# Unit - 15: Informal Conversations- Friends, Peers or Family Members

## Structure

## 15.0   Introduction

You have already studied that there are mainly two types of conversations, viz., formal and informal conversations. In this unit, we are going to learn what informal conversation is, what its scope is, and where we can have such a type of conversation. As the very name itself indicates, informal conversations do not follow any formalities in their content, form, or structure. Anyone can have informal conversations without worrying about the structure of the language or the appropriacy of the words being used. In other words, informal conversations are made among people who are closely related to one another. In our daily lives, we usually discuss a lot of matters with our friends and family members. Have you ever thought of using very formal and more complex forms of language in such conversations? Definitely, we don't use formal language and standard words there; instead, we try to converse in the simplest manner. Keeping in mind the importance of informal conversations, let's learn about some different forms of informal conversations that we use in our daily lives.

## 15.1   Objectives

The present unit is aimed at helping you know and practice informal conversations. After learning this unit, you will be able to:

- realise the need for informal conversations in daily life.

- internalise the importance of informal conversations

- differentiate various types of informal conversations.

- identify specific abilities required for effective informal conversations.

- develop the capacities required for effective informal conversations.

- use informal conversations according to the situation.

## 15.2   Characteristics of Informal Conversations

Informal conversations encompass a range of features that contribute to their dynamic and inclusive nature. They are a vital aspect of human communication, fostering connections and creating a sense of community in various social settings. Informal conversations are casual, spontaneous, and occur in relaxed settings. They are characterized by a more personal and unstructured communication style. Informal conversations use local language that is spoken in our day to day lives, including slang, humour, and colloquial expressions. They are often more relaxed and encourage a friendly and open environment. During informal conversations, participants share personal anecdotes, experiences, or opinions. Informal conversations, as compared to formal conversations, are less rigid in structure and may flow freely without a strict agenda. They also contribute to relationship-building by fostering a sense of camaraderie and shared experiences. Informal conversations play a vital role in building relationships, fostering a positive work culture, releasing stress and tension, and providing individuals with opportunities to connect on a personal level. They contribute to a sense of belonging and can enhance overall well-being.

Spontaneity is an important feature of informal conversations. They are more often spontaneous and unplanned. They arise naturally in everyday situations, contributing to a sense of casualness and ease. Local language plays a key role in forming informal conversations. Participants in informal conversations use casual language, including slang, colloquial expressions, and everyday vernacular. This contributes to a relaxed and comfortable atmosphere. Another feature of informal conversations is openness. They encourage openness and a free exchange of thoughts and ideas. One can utilise this freedom to the maximum level; hence, there are no formalities to be followed. Participants feel more comfortable while expressing themselves without the constraints of formality. They often discuss shared experiences, such as

recent events, activities, or common interests. The focus on shared moments in such conversations strengthens the sense of connection and belongingness.

Informal conversation is flexible in structure, allowing participants to flow freely without a rigid theme or formal topic. Topics may change organically based on participants' interests and contributions. Participants can decide the topic and move from one topic to another according to their own will and intention. Informal conversations contribute a lot to and play a crucial role in relationship (friendship) building. It is a means of self-expression and catharsis. Also, it keeps people of diverse natures engaged and interconnected. It provides a platform for individuals to connect on a personal level, fostering a sense of camaraderie and shared experiences. Knowing others and conversing according to others' mental status is a basic element of any conversation. In informal conversations, participants often direct and instruct day to day activities, share personal achievements, bravery events, experiences, and opinions. This personal sharing contributes to a deeper understanding among participants.

Like formal communication, informal communication also (rather than much more) utilises the benefits of non-verbal cues to make it effective. Non-verbal communication, such as body language, facial expressions, and gestures, plays a significant role in informal conversations. These cues enhance understanding, convey emotions, and provide feedback. Informal conversations never become boring, as they aren't lengthy discussions with no break or leaving no space for humour and satire. Informal conversations may include wit and light-hearted banter. These elements make the conversation joyful and contribute to creating a positive, relaxed, and inspiring atmosphere.

Along with the advantages of informal conversations, there are some limitations that may affect our communication negatively. Since informal conversation doesn't have a defined structure, direction, or theme, it may lead to deviating discussions that drift off-topic, making it challenging to deliver the specific message within time. Due to the casual nature of informal conversations, there's a possibility of a communication gap or misunderstanding of the intended message. Lack of clarity or misinterpretation of statements may also occur, which may lead to differences and even disrespect and quarrels. In some cases, informality can lead to carelessness in communication. Participants may not pay attention to their selection of words or slip of the tongue, leading to unintentional negative consequences. Informal conversations within close-knit groups may inadvertently create exclusionary dynamics. Jokes or shared experiences during conversation may make newcomers or outsiders feel odd-man out. Sometimes it is also expected

that informal conversations devolve into gossip or backbiting. Rumours, taunts, or negative discussions about others may harm relationships and create a negative atmosphere. Unlike formal conversations that often result in documented records, informal conversations lack a clear record. This becomes a big disadvantage in situations where documentation is essential. In professional environments, excessive informality may not be suitable for certain discussions. Important decisions or topics may require a more structured and formal approach.

Informal conversations, especially in open and shared spaces, may be susceptible to distractions. External factors, noise, or interruptions can hinder meaningful communication. Informal conversations may sometimes lack a sense of accountability. Without clear responsibilities or timelines, discussions may not lead to concrete actions. In some cases, informal conversations may overemphasize personal matters at the expense of professional or task-related discussions. This imbalance can affect productivity in certain settings. Balancing informality with respect and clear communication is key to maximizing the benefits of informal interactions.

### 15.2.1 Informal Conversations with Friends:

Informal conversation with friends can occur in various situations, reflecting the spontaneous and relaxed nature of this conversation. Here are some common situations where informal conversations with friends may take place:

i. Coffee Shops or Cafes

Friends often meet at coffee shops or cafes for casual conversations. The free atmosphere provides a conducive setting for catching up, sharing stories, and enjoying each other's company.

ii. Casual Hangouts

Informal conversations frequently occur during casual hangouts, whether it's at someone's home, a park, or any relaxed setting. Friends engage in light-hearted banter, share experiences, and enjoy each other's presence.

iii. Lunch or Dinner Gatherings

Sharing a meal provides a natural context for informal conversations. Whether it's a potluck in a family or at a friend's place or dining out together, friends engage in discussions while enjoying food.

iv. Texting and Messaging

Informal conversation thrives through texting and messaging apps, although its language and script may differ from what we use in oral communication. Friends use these platforms to

share updates, jokes, and quick thoughts, fostering continuous communication regardless of physical distance.

v. Celebratory Events

Informal conversations are common during celebratory events such as birthday parties, engagements, marriage ceremonies, anniversaries, graduations, or other milestone occasions in life. Relatives and friends gather to celebrate, reminisce, and share their joy.

vi. Weekend Get-Togethers

Family members and friends often plan informal get-togethers during the weekends. These may include outdoor activities, visiting malls or parks, movie nights, or simply spending time together without a specific agenda.

vii. Spontaneous Phone Calls

Informal conversations take place through spontaneous phone calls. Friends call each other to chat, share news, make surprises, or seek advice, contributing to a sense of ongoing connection.

viii. Social Media Interactions

Social media platforms provide a virtual space for informal conversations. Friends comment on each other's posts, share memes, and engage in discussions on various topics.

ix. Exercise or Fitness Sessions

Friends who share an interest in fitness often engage in informal conversations during exercise sessions. Whether it's going for a run or hitting the gym together, these moments provide opportunities for conversation.

x. Road Trips or Traveling Together

Informal conversations unfold during road trips or while travelling together on a long tour. The shared experience of exploring new places creates a dynamic environment for discussion and bonding.

xi. Volunteering or Community Activities

Friends may participate in informal conversations while volunteering or engaging in community activities. The shared commitment to a welfare cause fosters meaningful discussions.

xii. Late-Night Hangouts

Informal conversations often extend into late-night hangouts, especially when friends meet after a long period, in which they share experiences, achievements, tell stories, sing songs, discuss deep topics, or simply enjoy each other's company during relaxed evenings.

xiii. Shopping Excursions

Informal conversations take place during shopping trips. Friends provide opinions on clothing choices, share fashion tips, and engage in light-hearted banter while exploring stores together.

xiv. Outdoor Adventures

Friends, who enjoy outdoor activities, such as hiking, biking, or camping, engage in informal conversations amidst the natural surroundings, creating memorable moments.

Festivals and Events

Informal conversations occur during festivals and events. Whether attending a music festival, a cultural event, or a local fair, children and their friends enjoy conversations amidst the festive atmosphere.

These are some of the situations where informal conversations are carried out among friends. They illustrate the diverse contexts in which informal conversations naturally unfold, contributing to the richness and depth of relationships and belongingness. You can find out and practice more situations where you can have informal conversations with your family members, children, relatives, and friends. One sample is given below for you.

---

**Planning a Trip**

Josh: Hello Amal, How're you?

Amal: I'm fine. And you?

Josh: Not well, my bro. Feeling bored. That's why I came to you.

Amal: Oh. That's the matter? Shall we go on a trip?

Josh: Wow. That's a great idea.

Amal: Where to go? Any suggestions?

Josh: What about Ramoji Film City?

Amal: Oh. Fine! You have suggested a very good place. I was also thinking of going there. Who will be with us?

Josh: We 2, and let's ask our friends Bilal and Rahim.

Amal: That's good. Let's enjoy it there. I'll call them.

Josh: Then shall we start tomorrow early in the morning?

Amal: Of course. Let's meet tomorrow morning.

Josh: Ok, bye for now.

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**15.2.2 Informal Conversations with Family Members:**

Informal conversations with family members can take place in various settings and situations, reflecting the close and intimate nature of familial relationships. Here are some common situations where informal conversations with family often occur.

i. Family Meals

Informal conversations frequently occur during shared meals. Whether its breakfast, lunch, or dinner, family members gather around the table to discuss their day, share experiences and events, and enjoy each other's company.

ii. Evening Relaxation

Informal conversations often occur in the evenings when family members unwind after a day's work or activities. This may involve sitting in the living room, chatting, and catching up on the day's events.

iii. Weekend Brunch or Breakfast

Families may engage in informal conversations during weekend brunch or breakfast gatherings. This relaxed setting allows for unhurried discussions and bonding.

iv. Celebratory Occasions

Informal conversations among family members take place during celebratory occasions such as birthday parties, engagements, marriage ceremonies, anniversaries, winning a competition, passing the examination, or other milestone occasions. Family members share laughter, stories, and expressions of joy during these events.

v. Movie or TV Time

Informal conversations often occur while watching movies or TV shows together. Family members may comment on the plot, discuss characters, or simply enjoy each other's company in a shared entertainment setting.

vi. Road Trips or Family Vacations

Informal conversations unfold during road trips or family vacations. The relaxed environment allows for discussions, planning, and shared experiences while exploring new destinations.

vii. Family Game Nights

Informal conversations family members may hold while playing indoor games on holidays or weekend nights. Whether family members play board games, card games, or engage in other activities, they bond over friendly competition and conversation.

viii. Backyard Gatherings

Families may engage in informal conversations during backyard gatherings or barbecues. These settings provide a casual and enjoyable environment for family members to connect themselves.

ix. Daily Routines

Informal conversations are woven into the daily routine, which starts with getting ready in the morning and ends at night when winding down before bedtime. Family members may share thoughts, plans, or reflections during these moments.

x. Shared Hobbies or Activities

Family members often engage in shared hobbies or activities, such as gardening, crafting, story-telling, singing, games, or sports. These moments provide opportunities for informal conversations while enjoying mutual interests.

xi. Religious or Spiritual Practices

Informal conversations may take place during religious or spiritual practices within the family. Shared rituals can lead to discussions about faith, values, and personal reflections.

xii. Special Family Traditions

Informal conversations are integral to special family traditions. Whether its opening presents on holidays, celebrating festivals, participating in family rituals, or sharing stories during specific occasions, these traditions foster connection.

xiii. Homework or Study Time

Informal conversations can occur during homework or study sessions. Family members may offer assistance, share insights, or discuss educational topics in a supportive and relaxed manner.

xiv. Family Walks or Exercise

Informal conversations may unfold during family walks or exercise routines. These activities provide a healthy and relaxed setting for family members to talk and connect.

xv. Spontaneous Moments

Informal conversations with family are often held spontaneously during everyday moments, such as sitting on the porch, enjoying a cup of tea, or simply being present in each other's company.

These are some of the situations that highlight the diverse contexts in which informal conversations with family naturally occur, contributing to the warmth and closeness of familial

relationships. You can think, explore, and practice more situations where you can have informal conversations with your family members. One sample is given below for you.

---

**Between Mother and Son**

Mother: How was your school today?

Son: It was a great day for me today. I enjoyed it a lot, mom. Teacher gave me some homework too.

Mother: Good! Now, change your dress.

Son: I got freshened up. I feel hungry, mom. What's there to eat?

Mother: I have prepared your favourite dish, chicken biryani.

Son: Wow, chicken biryani! Thank you, mummy.

Mother: Go and wash your hands, I'm serving food for you.

Son: It is very tasty. I love you, mom.

Mother: Really? Thank you. Finish it, and thereafter, you can watch TV programmes for some time.

Son: Sure, mom. You are a great mom.

---

## 15.3 Learning Outcomes

In this unit, we have learned why and how we have informal conversations in our daily lives. We learned about the various features, advantages, and limitations of informal conversations. We also identified so many situations where informal conversations take place between friends and family members. By imagining such situations, you have to practice different informal conversations so that your conversation skills will improve.

## 15.4 Glossary

**Informal Conversation**: An informal conversation is a relaxed way of communicating that usually takes place between people you know, like friends or co-workers.

**Hangouts**: A place where informal conversations occur whether it's at someone's home, a park, or any relaxed setting.

**Festivals**: A period of celebration

**Celebratory Occasions**: Different occasions that people enjoy together.

**Religious or Spiritual Practices**: Certain deeds that people practise on religious or spiritual basis.

## 15.5 Sample Questions

### 15.5.1 Objective Questions:

1. Informal conversations do not follow any formalities in their content, form, or structure.

    (a) True         (b) False

2. Informal conversations are often more relaxed and encourage a friendly and open environment.

    (a) True         (b) False

3. For informal conversations, we can't use local language that is spoken in our day to day life.

    (a) True         (b) False

4. Spontaneity is not an important feature of informal conversations.

    (a) True         (b) False

5. Informal conversations don't utilise the benefits of non-verbal cues to make it effective.

    (a) True         (b) False

6. Unlike formal conversations that often result in documented records, informal conversations lack a clear record.

    (a) True         (b) False

7. During informal conversations, participants share personal anecdotes, experiences, or opinions.

    (a) True         (b) False

8. Informal conversations follow a defined structure, direction, or theme.

    (a) True         (b) False

9. Informal conversations are casual, spontaneous, and occur in relaxed settings.

    (a) True         (b) False

10. Knowing others and conversing according to others' mental status is a basic element of any conversation.

    (a) True         (b) False

**15.5.2 Short Answer Questions:**

1. Why are informal conversations important in our daily lives?

2. List out some situations where you carry out informal conversations with your friends.

3. List out some situations where we use informal conversations with our family members.

4. Prepare an informal conversation with your friend about examination preparation.

5. Write an informal conversation with your family members about your new bike purchase.

**15.5.3 Long Answer Questions:**

1. Prepare a conversation with your friend regarding a birthday party.

2. Make a conversation between you and your father about your recent exam and its results.

3. Suppose you are having lunch together with your classmates. How will your conversation be during lunch time?

## 15.6  Suggested Learning Resources

1. High School English Grammar & Composition, Wren & Martin

2. https://youtu.be/ufzOhCAVeyM?feature=shared

3. https://youtu.be/iLS_YP1uEK8?feature=shared

4. https://youtu.be/zWyGx2-xiiQ?feature=shared

5. Essential English Grammar with Answers, 2nd Edition, Raymond Murphy

# Unit - 16: Greetings, Compliments, Apologies

**Structure**

## 16.0   Introduction

Communication is a mode of sharing thoughts, ideas, opinions and information with others via different modes and channels. It is a two-way process that takes place between listener and speaker. Communication can take place verbally and non-verbally, such as by speaking, listening, writing, drawing, and by gestures to mention a few. Different forms of communication such as most common phrases to express thankfulness, regret and apology including polite and courteous ways to responses facilitate the process of communication. These forms of communication help express ourselves in effective, courteous and considerate manner at personal as well as professional front and make the process of communication more efficient. Expressing gratitude, disappointment, putting up a request for forgiveness and many other such forms of expression used in the process of communication in a variety of appropriate situational and timely manner makes communication more viable. Hence, knowledge and regular practice of incorporating these most commonly used English phrases of expressing thankfulness, conveying regret and apology, besides responses are important to let the effective and courteous process of communication take place.

## 16.1 Objectives

The Unit has been designed to fulfill the following objectives:

- to familiarize you with the significant skills of communication, particularly thanking, regrets & apologizing, and responses

- to enable you to understand and master the process of oral and verbal communication

- to make you comprehend, understand and become skilled at the process of verbal communication to facilitate and improve their interpersonal skills

- to enable you to be able to master the four key skills in English, i.e. listening and speaking, reading and writing, particularly listening and speaking skills

## 16.2 Thanking, Regrets & Apologizing, and Responses

Thanking, expressing regret & apologizing including responses are the most common phrases used in the process of communication. These courteous and polite expressions are used to demonstrate gratefulness, regrets and apologies or other responses to facilitate the process of expressing our thoughts in a considerate manner. Regular practice and use of these expressions can also help us create a good impression of ourselves at professional as well as personal fronts. Moreover, they help us express a specific intention and sincere gratitude to others. It could be, for instance, for the help or assistance that they have provided or maybe in establishing our candid regret for the mistake that was done whether intentionally or unintentionally to others. Hence, to smoothen the process of communication, one should be acquainted with a variety of different ways of expressing appreciation, gratitude, remorse and request including other responses.

### 16.2.1 Thanking and Responses:

Expressing gratefulness and appreciation to others by making use of polite and courteous words is a significant part of your communication that makes others feel acknowledged and accredited for the good work they did or any help they offered. These expressions also work as an encouragement and motivation for people to whom they are addressed. The rightful acknowledgement for the good work boosts efficiency in people, in addition to, offers them the rightful inspiration and reinforcement in continuing the good work that they have been carrying out.

Being courteous also leaves a positive impact on our mind and body. It brings more positivity that helps us improve the mood. Besides, a variety of expressions used to demonstrate sincere gratitude helps in showing the specific reason of thanking someone, such as whether it is just used as a small token of gratitude, a sincere and deep appreciation or a kind acknowledgement towards someone. It comes handy on every occasion.

The list of expressions to convey thankfulness in a variety of manners by using occasion appropriate different words is given below. The expressions reflect the intensity of the gratefulness that you are trying to demonstrate in words.

❖ **Most common ways of saying 'thank you':**
- Thank you.
- Thanks.
- Thank you very much.
- Thanks so much.
- Thanks a lot.
- Thanks a million.
- All I can say is thank you.
- I appreciate it.
- I really appreciate it.
- That means a lot.

❖ **Thankfulness for specific reasons:**
- Thank you for your company.
- Thank you for calling.
- Thank you for letting me know.
- Thank you for the gift.
- I really appreciate the favour.
- Thank you for your kind words.
- Thank you for the encouragement.
- Thank you for the invitation.
- Thank you for your support.
- Thank you for taking the time to (do something)…

❖ **Some appreciative words:**

- You are very generous.
- That is very kind of you.
- That is so nice of you.
- I am deeply touched.
- You didn't have to do this.
- You don't need to do this.
- You are very thoughtful.
- You are very generous.
- That means a lot.
- That means so much to me.
- You are very sweet.
- This wouldn't have been possible without you.

❖ **More respectful appreciation with a sincere emphasis:**

- I am eternally grateful.
- I deeply respect it.
- I don't have words to thank you.
- I cannot thank you enough.
- I will never forget your kindness.
- I sincerely appreciate the help.
- I am deeply moved.
- Thank you from the bottom of my heart.

❖ **Expressing gratitude/thankfulness in business communication:**

A small expression of gratitude towards your colleagues or team members helps them understand that their contribution is not only acknowledged but also appreciated or an expression of thankfulness to your senior or boss helps them understand how mindful you are of the support and encouragement you receive from them. Therefore, this small act of expressing gratefulness helps us to establish a positive and encouraging environment at the workplace or professional front, whether it is said to your colleagues, juniors or seniors and facilitates the process of effective communication.

- My sincere appreciation/gratitude/thanks.

- My thanks and appreciations.

- Please accept my heartfelt gratitude.

- Please accept my deepest appreciations.

- I appreciate your guidance/consideration/time.

- Many thanks for the opportunity.

- Thank you very much for your guidance/time/considerate support.

- Thank you very much for referring us…

- I really appreciate your assistance and look forward to working with you sometime soon.

- It was very thoughtful of you.

- I truly appreciate the confidence you have shown in me.

❖ **Responses:**

- You are welcome.

- Don't mention it.

- That is alright.

- It's my pleasure.

- Not at all.

- I am glad you liked it.

- Happy to help.

- Thanks anyway.

- Anytime.

- Glad to be able to help.

- No worries.

- That is alright.

- It's my duty.

- I am glad you liked it.

**Let us see how to express gratitude/thankfulness with appropriate responses in the sentences given below:**

A. I really appreciate your assistance and look forward to working with you sometime soon.

B. I am glad you liked it.


A. This wouldn't have been possible without you.

B. It's my pleasure.


A. Thank you very much for your guidance/time/considerate support.

B. You are welcome.


A. I will never forget your kindness.

B. It's my duty.

A. Thank you for your kind words.

B. You are welcome.


A. Please accept my deepest appreciations.

B. Happy to help.


A. You are very thoughtful.

B. Glad to be able to help.


A. Thank you for the gift.

B. I am glad you liked it.

A. All I can say is thank you.

B. Anytime.


A. That is so nice of you.

B. Don't mention it.

***Check your progress***

1. Why is courtesy important for public mannerism?

_____

2. How can a simple expression of thankfulness make communication more effective?

3. What are the common phrases used for expressing gratitude?

**16.2.2 Regret and Apologizing & Responses:**

We often make mistakes – sometimes knowingly or many times unknowingly. However, at some point, they may lead us towards regret at a later stage. The simplest word 'sorry' could be of great help in accepting the error that was made whether intentionally or unintentionally. Remorse leads one to request a pardon for the hurt caused deliberately or accidentally by his/her words or actions. One small sincere apology may help you express your sincere remorse caused by the wrongful act. Accepting mistake and working on it, to avoid repeating the same error in the future is, in fact, a key that is needed to let the effective communication take place.

It is important to understand that you should mean what you are speaking about and not say something only for the sake of saying. For instance, while expressing regret and asking for an apology you ought to take the responsibility of your actions, whether done intentionally or accidentally and make sure to sound humble and sincere. Please keep away from giving excuses and justifying your action. Hence, please, make sure to not use words such as 'but' and 'so on' when you say 'sorry'. Use of these words could lead the listener to thinking that you do not mean what your words are expressing. It would be better if you sincerely address the precise mistake and express the apology instead of talking about it in general:

- **Most common ways of saying 'sorry':**
    - I am sorry.
    - I am really sorry.
    - I apologize.
    - I regret.
    - It was all my fault.
    - I beg your pardon.
    - Please forgive me.
    - I made a mistake.
    - That was wrong of me.
    - I didn't mean to do/say that.
    - Sorry. It was an accident.

- **Sincere and deep remorse for the wrongful action:**
  - I would like to express my sincere apologies.
  - My apologies.
  - I owe an explanation for my mistakes/actions.
  - I am ashamed of my actions.
  - I didn't mean to hurt your emotions.
  - I truly regret my actions.
  - I take full responsibility for my misconduct.
  - Please accept my sincere apologies.
  - It will not happen again.
- **Certain informal ways of expressing apology:**
  - My bad.
  - I hope you will forgive me.
  - How can I make it up to you for my mistakes?
  - Will you forgive me?
  - I shouldn't have done that without asking you.
  - It was wrong of me.
  - I am ashamed of myself.
  - It won't happen again.


- **Saying 'sorry' and using alternative phrases to draw someone's attention or politely ask them to repeat the said words:**
  - Excuse me, please.
  - Excuse me, may I talk to you for a moment?
  - Pardon?
  - Sorry, what?
  - I didn't get what you said.
  - Would you mind repeating it?
  - Please excuse me.
  - Excuse me, could you please pass on that book?

- **Expressing apologies in business communication:**

An expression of remorse, owning and accepting the mistakes that were made, in front of your colleagues or team members or customers helps them understand that it is humane to make mistakes. An honest acceptance of the mistake not only can help others understand your deep regret but can also help you get another chance to correct and improvise them. Moreover, truthful acknowledgement of mistakes could become a strong stepping-stone for future learning, it can also help you in becoming a better version of yourself. Your seniors/boss would trust you and the colleagues/juniors would look up to you since you can set an example by owning your mistakes because not everyone can do that. Therefore, the act of expressing regret or apology helps in establishing a positive and encouraging environment at the workplace or professional front, whether it is said to your colleagues, juniors or seniors, besides facilitates the process of effective communication.

- I regret…
- I truly regret….
- We sincerely apologize…
- I deeply regret…
- Please express our sincere apologies…
- I sincerely ask for forgiveness…
- I want to make an apology
- I own my inaccuracies.
- I beg your pardon.

❖ **Responses:**
- That's alright.
- Never mind.
- I understand.
- It's alright.
- It's OK.
- It doesn't matter.
- You don't have to say that.
- Don't worry. It's Okay.
- Apology accepted.

- You don't need to apologize.

- No harm done.

- Not at all.

- I understand. I am sure you couldn't help it.

- Forget it.

- I forgive you.

- It happens.

- I quite understand.

- Forget about it.

- Don't apologize.

- It's not needed.

- Don't worry about it.

- Okay.

- No problem.

- No worries.

- It's my fault.

- Sorry about that.

**Let us see how to express regret and accept apologies with appropriate responses in the below-mentioned sentences:**

A. *I truly regret the inconvenience caused owing to our unintentional actions.*

B. *I quite understand. It happens.*


A. *I beg your pardon for my forgetfulness.*

B. *I understand. I am sure you couldn't help it.*


A. *Excuse me, may I talk to you for a moment?*

B. *Sure. How can I help you?*


A. *I shouldn't have done that without asking you.*

B. *Don't worry about it.*


A. *Such mistakes will not be repeated. It will not happen again.*

*B. Don't worry. It's okay.*

*A. I didn't mean to do/say that.*

*B. No harm done.*

*A. How can I make it up to you for my mistakes?*

*B. Forget it, no issues.*

*A. My apologies.*

*B. Apology accepted.*

*A. It won't happen again.*

*B. No worries.*

*A. Please excuse my interruption.*

*B. Never mind.*

**Check your progress**

1. Why should we use polite words to express regret?

_____

**16.2.3 Conclusion:**

The process of communication is a direct way of establishing connection with others. To let an effective communication take place, we should ensure, to the best of our understanding that whatever the situation is, whether happy favourable or sad and negative the exact expressions should be used during the conversation. It is evident to let the other person(s) know directly and straightforwardly how do you feel about a particular event or incident. It helps establish an unambiguous environment between the speaker and the listener. For instance, if you are happy about someone's achievement, your small word of encouragement could boost his or her confidence. Speaking out loud and clear word of appreciation or thankfulness to someone for their assistance or help let them understand that they are valued and their efforts are acknowledged.

Similarly, a clear yet polite way of expressing your dissatisfaction/disappointment to someone for their mistakes can help them learn from their mistakes. It is also a key to establish a

positive environment at your workplace/personal fronts. Besides, owning your own mistakes will send a direct message to your colleagues/team members/seniors/boss that you also can accept and learn from your mistakes.

Hence, the phrases of expressing thankfulness, regret and apologies including other responses, however, unimportant they seem, could help you grow as a better professional and a genuine human being as well. It also facilitates the unambiguous and effective process of communication.

*Check your progress*

1. What is the significance of using a variety of diverse polite expressions during a communication process?

_____

## 16.3  Learning Outcomes

At the end of this Unit, you should be able to:

- understand the importance of using polite expression during the process of communication
- learn and understand the benefits of incorporating these expressions in their routine communication
- express gratitude using a variety of different polite phrases
- know how expressing thankfulness can make the process of communication more effective
- understand how expressing regret and apologizing can make the process of communication more effective

## 16.4  Glossary

**Regret:** A feeling of sadness about something sad or wrong

**Gratitude:** The quality of being thankful

**Remorse:** Deep regret or guilt for a wrongfully committed action

**Appreciation:** Recognition, admiration

**Apology:** Regretful acknowledgement of an offence or failure

**Excuse:** Seek to lessen the blame attaching to something, try to justify

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## 16.5   Sample Questions

### 16.5.1 Objective Questions:

1.  Can the acceptance of mistake make the process of communication more effective?
2.  Can appreciation make the process of communication more effective?
3.  Why should one own one's mistakes?
4.  Why should one appreciate others efforts at professional or personal fronts?
5.  Should the common phrases of expressing thankfulness be used more often? Why?
6.  Should the common phrases of expressing regret be used more often? Why?
7.  Should the common phrases of expressing of apologizing be used more often? Why?
8.  Write two expressions of expressing sincere and deep gratitude.
9.  Mention two phrases of showing polite and courteous regret.
10. Use two expressions of saying sorry from the unit into sentences.

### 16.5.2 Short Answer Questions:

1.  How can accepting your mistakes help you in your growth?
2.  How can acknowledging other's achievements help you in establishing a positive environment at the workplace?
3.  Give examples of how you appreciate your juniors/team members.
4.  Give examples of how you acknowledge the support received from the boss or seniors.
5.  How can incorporating the gestures of thankfulness, apology & regret be useful in establishing an effective process of communication?

### 16.5.3 Long Answer Questions:

1.  Write in detail about expressing thanks with relevant references. Give examples in the form of dialogue between two friends and dialogue between a student and teacher.
2.  Discuss the importance of using polite words for expressing regret and apologizing in the process of communication'. Write a dialogue to illustrate different situations to express regret and apology.
3.  Describe in detail the significance of incorporating polite expressions of thankfulness, apology & responses to make the process of communication more effective. Please support your statements with certain simple examples that are drawn from routine conversations.

## 16.6  Suggested Learning Resources

1. Aarts, B. *Oxford Modern English Grammar*. Oxford UP, 2011.

2. Eastwood, J. *Oxford Practice Grammar*. Oxford UP, 2000.

3. Habeeb, G. *English for Speakers of Urdu: A Proficiency Course*. Orient Blackswan, 2013.

# Maulana Azad National Urdu University
## Diploma in Employability Skills (ODL)
### Second Semester Exams
### Course: Communication Skills-II

**Total Time: 3 hrs**                                           **Total Marks: 70**

Note: This question paper consists of three parts: Part A, Part B, and Part C. The number of words to answer each question is only indicative. Attempt all parts.

**Part A** contains 10 compulsory questions of multiple choice/fill in the blank/very short answer type. Answer **all** questions. Each question carries **1** mark.          **(10 x 1=10 marks)**

**Part B** contains 8 questions. Answer any **5** questions in approximately 200 words each. Each question carries **6** marks.          **(5 x 6=30 marks)**

**Part C** contains 5 questions. Answer any **3** questions in approximately 500 words each. Each question carries **10** marks.          **(3 x 10=30 marks**)

## Part - A

**1.** Answer all the questions. Each question carries 1 mark.

i. Which of the following is an example of an introductory icebreaker?
         (a) The Human Web
         (b) The Little-Known Fact
         (c) Ball Challenge
         (d) Hopes, Fears, and Expectations

ii. Which of the following is an example of an introductory icebreaker?
         (a) The Human Web
         (b) The Little-Known Fact
         (c) Ball Challenge
         (d) Hopes, Fears, and Expectations

iii. When should you consider using icebreaking activities?
         (a) When people are already comfortable with each other
         (b) When participants come from different backgrounds
         (c) When the team is experienced and cohesive
         (d) When the facilitator prefers not to engage participants

iv. Curriculum Vitae is a Latin phrase which means
         (a) Curse of life
         (b) Way of life
         (c) Course of life
         (d) Style of life

v. SOP stands for _____.
         (a) Sample of planning
         (b) Sample of purpose
         (c) Statement of purpose
         (d) Statement of planning

vi. Memo is not prepared for
         (a) Internal communication
         (b) Record keeping
         (c) Formal notification
         (d)External communication

vii. Which part of a formal letter contains the purpose of the letter?
         (a) Salutation
         (b) Body
         (c) Subject line
         (d) Closing

viii. Which type of letter is more likely to include enclosures?
   (a) Informal letter
   (b) Formal letter
   (c) Both formal and informal letters
   (d) Neither formal nor informal letters
ix. Who gave communication a proper framework or mechanism for the first time?
   (a) Wordsworth
   (b) Coleridge
   (c) Shelley
   (d) Aristotle
x. The greatest advantage of the online meeting is that it enables _____.
   (a) Remote meeting
   (b) Flexible mode of meeting
   (c) Anywhere meeting
   (d) All of these

## Part - B

**2.** What precautions should we take while introducing self?
**3.** How do ice breaking activities promote better communication?
**4.** Write any two team building exercises.
**5.** How does role play promote language learning and communication?
**6.** What is profile and how it is different from a resume?
**7.** What essential aspects should be considered while preparing minutes of the meeting?
**8** What is the primary difference between formal and informal letters?
**9.** What are the major hurdles or barriers in communication?

## Part - C

**10.** What are the advantages of using PPT in presentations?. Explain the process of preparing PPT.
**11.** What are the merits and demerits of poster presentation?
**12.** What are the significant and key benefits of the Online Meetings?
**13.** Compare and contrast the advantages and challenges of email surveys and mobile surveys.
**14.** Discuss the role of etiquette in telephonic conversations and how it contributes to effective communication.