

**BBA**  
**GGs Indraprastha University**  
**BBA (B&I) 209: Personality Development & Communication Skills - I**

**L-4    T-0    Credit-4**

**Course Contents:**

**Unit-I**

**No. of Hrs:-10**

Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective. Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.

**Unit-II**

**No. of Hrs:-12**

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs. Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

**Unit-III**

**No. of Hrs:-12**

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments. Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders, Press release.

**Unit-IV**

**No. of Hrs:-10**

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors Punctuation, Vocabulary building.

Business Etiquettes

Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, handling business meetings. Role play on selected topics with case analysis and real life experiences.

## Unit -1

### PRACTICAL GRAMMAR

#### BASIC FUNDAMENTAL OF GRAMMAR AND USAGE:

Start here if you aren't sure about the basic elements of grammar: the different types of words and how they function, as well as the different ways in which you can put words together.

Table of Contents		
<b>I. Parts of Speech (aka the different kinds of words)</b>	<b>II. Putting Words Together</b>	<b>III. More about Verbs</b>
a) noun	phrase	• Active vs. Passive
b) pronoun	prepositional phrase	• Conjugation
c) verb	sentence	• Tenses
d) adjective	declarative sentence	<b>IV. Miscellaneous</b>
e) adverb	interrogatory sentence	Direct Object vs. Indirect Object
f) preposition	imperative sentence	Person
	run-on sentence	Noun Declension
	sentence fragment	Parsing

### Singular and Plural Nouns

A noun names a person, place, thing, or idea.

Usually, the first page of a grammar book tells you about nouns. Nouns give names of concrete or abstract things in our lives. As babies learn "mom," "dad," or "milk" as their first word, nouns should be the first topic when you study a foreign language.

For the plural form of most nouns, add s.

bottle – bottles

cup – cups

pencil – pencils

desk – desks

sticker – stickers

window – windows

For nouns that end in ch, x, s, or s sounds, add es.

box – boxes

watch – watches

moss – mosses

bus – buses

For nouns ending in f or fe, change f to v and add es.

wolf – wolves

wife – wives

leaf – leaves

life – lives

Some nouns have different plural forms.

child – children

woman – women

man – men

mouse – mice

goose – geese

Nouns ending in vowels like y or o do not have definite rules.

baby – babies

toy – toys

kidney – kidneys

potato – potatoes

memo – memos

stereo – stereos

A few nouns have the same singular and plural forms.

sheep – sheep

deer – deer

series – series

species – species

## Count Nouns vs. Non-Count Nouns

### ***Count nouns***

Can be counted as one or more.

Pen, computer, bottle, spoon, desk, cup, television, chair, shoe, finger, flower, camera, stick, balloon, book, table, comb, etc.

Take an s to form the plural.

pens, computers, bottles, spoons, desks, cups, televisions, chairs, shoes, fingers, flowers, cameras, sticks, balloons, books, tables, combs, etc.

Work with expressions such as (a few, few, many, some, every, each, these, and the number of).

a few pens, a few computers, many bottles, some spoons, every desk, each cup, these televisions, the number of chairs, a few shoes, a few fingers, many flowers, some cameras, every stick, each balloon, these books, the number of tables, many combs, etc.

Work with appropriate articles (a, an, or the).

a pen, the computer, a bottle, the spoon, a desk, the cup, a television, the chair, a shoe, the finger, a flower, the camera, a stick, the balloon, a book, the table, a comb, etc.

### ***Non-count nouns***

Cannot be counted. They usually express a group or a type.

Water, wood, ice, air, oxygen, English, Spanish, traffic, furniture, milk, wine, sugar, rice, meat, flour, soccer, sunshine, etc.

Generally cannot be pluralized.

Work both with and without an article (*a, an, or the*), depending on the context of the sentence.

Sugar is sweet.

The sunshine is beautiful.

I drink milk.

He eats rice.

We watch soccer together.

The wood is burning.

Work with expressions such as (some, any, enough, this, that, and much).

We ate some rice and milk.

I hope to see some sunshine today.

This meat is good.

She does not speak much Spanish.

Do you see any traffic on the road?

That wine is very old.

Do NOT work with expressions such as (these, those, every, each, either, or neither).

## Pronouns

A pronoun takes the place of a noun.

*Example story:*

Mary is one of the heads of the ToJi Corporation. Mary works with Mr. James and Mr. James' son Tom. Mr. James and Mr. James' son Tom are experts in biochemistry. Mary, Mr. James, and Tom researched and invented a drug for cancer treatment.

*If the story above is written using pronouns:*

Mary is one of the heads of the ToJi Corporation. She works with Mr. James and his son Tom. He and his son Tom are experts in biochemistry. They researched and invented a drug for cancer treatment.

### Personal Pronouns

Personal pronouns refer to a person:

I go to school.

You are a student.

They are Koreans.

He works here.

We gave her food.

The word 'it' refers to an object:

I drank it.

It is big.

They cut it into halves.

Memorize the personal pronouns:

	Singular Subject	Singular Object	Singular Reflexive	Plural Subject	Plural Object	Plural Reflexive



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First	I	me	myself	we	us	ourselves
Second	you	you	yourself	you	you	yourselves
Third	Male	he	him	himself	they	themselves
Third	Female	she	her	herself	they	themselves
Third	Neutral	it	it	itself	they	themselves

### 'Be' Verbs

A verb shows action or a state of being.

I go home. Home is my place to rest. I like the smell of my house. I feel totally relaxed. Home refreshes me. At home, I get ready for a new day.

"Be" verbs indicate a state of being.

Verbs must match subjects.

I am a doctor.

He is sleepy.

We are here.

Negative sentences need 'not' after the verb.

I am not a doctor.

He is not sleepy.

We are not there.

The verb comes first in interrogative sentences.

Am I a doctor?

Is he sleepy?

Are we there?

"Are not" (is not) can be shortened to "aren't" (isn't).

He isn't sleepy.

We aren't there.

Remember the variations of "be" verbs:



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Present	Negative	Interrogative
I am	I am not	Am I?
You are	You are not (aren't)	Are you?
He is	He is not (isn't)	Is he?
She is	She is not (isn't)	Is she?
It was	It was not (wasn't)	Was it?
We are	We are not (aren't)	Are we?
You are	You are not (aren't)	Are you?
They were	They were not (weren't)	Were they?

Action verbs express action and are the most common verbs.

Action verbs need s at the end with third-person, singular subjects.

He eats bread.

She walks to the station.

It floats on the sea.

Negative sentences need do not, does not, or did not.

I do not eat bread.

He does not eat bread.

You did not walk to the station.

It does not float on the sea.

Interrogative sentences begin with do, does, or did.

Do you eat bread?

Does he eat bread?

Does she walk to the station?

Did they finish it?

Do not can be shortened to don't, does not to doesn't, and did not to didn't.

I don't eat bread.

She doesn't walk to the station.

It doesn't float on the sea.

They didn't finish it.

Remember the variations of action verbs:

Affirmative Sentence	Negative Sentence	Interrogative Sentence
I sing a song.	I do not (don't) sing a song.	Do I sing a song?
You sing a song.	You do not (don't) sing a song.	Do you sing a song?
He (she) sings a song.	He (she) does not (doesn't) sing a song.	Does he (she) sing a song?
We sing a song.	We do not (don't) sing a song.	Do we sing a song?
They sang a song.	They did not (didn't) sing a song.	Did they sing a song?

## Adjectives

Adjectives describe or modify nouns. I like fairy tales. A fairy tale is an imaginary story that has unrealistic characters in a fantastic background. It makes me forget about the real world and refreshes my tired mind.

Adjectives generally appear immediately before the noun.

A pretty girl

Red flowers

A long stick

Heavy boxes

Warm weather

Commonly, adjectives of opposite meaning are formed by adding a prefix such as *un*, *in*, or *dis*.

clear – unclear, important – unimportant, predictable – unpredictable, believable – unbelievable, common – uncommon, aware – unaware, ambiguous – unambiguous, conventional – unconventional, certain – uncertain

definite – indefinite, correct – incorrect, comparable – incomparable, complete – incomplete, evitable – inevitable, expensive – inexpensive

able – disable, assemble – disassemble, content – discontent, similar – dissimilar

When using a string of adjectives, they should appear in a set order: size/shape + age + color + origin + material.



A big brown house

A small old English desk

A beautiful black Italian leather purse

Delicious Chinese food

*The* + adjective describes a class or group of people and acts as a noun.

The old, the young, the poor, the rich, the oppressed, the homeless, etc.

This popular TV show is loved by **the old**.

## IMPROVE COMMAND OVER SPOKEN AND WRITTEN ENGLISH WITH STRESS ON NOUN, TENSES AND ADJECTIVE

The importance of the English language cannot be overemphasized. Comfort with English is almost a prerequisite for success in the world today. Regardless of the industry, proficiency in English is an important factor in both hiring and promotion decisions.

### Speaking:

 SPEAKING
Greeting
Introducing people
Ability
Permission
Talking about favourite things
Telling the time
Making offers
Expressing shock and disbelief
Making an appointment
Making business appointments
Talking about preferences
Inviting

## Writing:

WRITING
Punctuation rules
Capitalization rules
Writing tips
Linking words
Useful academic expressions
Stylistic devices
Film / book reviews
Business letter

### Tips for success in achieving proficiency and fluency in English:

1. **Do not hesitate.** Talk to whoever you can. Decide among your circle of friends that you will only talk in English with each other. This way you can get rid of hesitation and also have your friends correct you when you are wrong.
2. **Start a conversation with strangers in English.** Since you do not know them personally, you will feel less conscious about what they would feel about you.
3. **Maintaining a diary** to record the events of your day is a great way to **practice your writing skills**. Take your time to use new words and phrases when you write in your diary.
4. **Read the newspaper.** Read it aloud when you can. Concentrate on each word. Note down the words you don't understand and learn their meanings. Try to use these words in your own sentences.

### SENTENCE ERRORS

Even if English is your native language, it doesn't mean it's easy to master. In fact, English is one of the most difficult languages to learn because there are so many exceptions to its rules. Even though most of us learn how to read and write in school, it is still very common for us to make mistakes from time to time. It could be an occasional slip up, or it could be a

misunderstanding of the correct way to say things. When it comes to sentence construction, here are the five most common types of errors.

### Subject-Verb Disagreement

The subject of the sentence, and the verb that describes what the subject is doing, must match.

Incorrect Example: The boy mow the lawn.

“The boy” is the subject of the sentence, and “mow” is the verb that describes what he’s doing.

Correct Example: The boy mows the lawn.

### Parallelism – Structure Errors

When two or more parts of a sentence are doing the same thing, they must have matching structures, or parallel structures.

Incorrect Example: Jamie loves to ride her bike, swimming, and to dance. This sentence is saying that Jamie loves three different activities, and all of those activities must have the same parallel structure.

Correct Example: Jamie loves to ride her bike, to swim, and to dance.

Correct Example: Jamie loves riding her bike, swimming, and dancing.

### Parallelism – Incorrect Prepositions

Sometimes two or more parts of a sentence that are doing the same thing require different prepositions. Leaving out or using incorrect prepositions leads to more errors in parallelism.

Incorrect Example: Jessica is interested and excited about the book. In this example, “Interested” and “excited” are the two parts of the sentence that are doing the same thing, but they require different prepositions. You can say she is “excited about the book,” but you cannot say she is “interested about the book.”

Correct Example: Jessica is interested in and excited about the book.

### Comma Splices

Two complete sentences can be combined, but they must be combined using both a comma and a conjunction. If two complete sentences are combined without both a comma and a conjunction, it is called a comma splice.

**Incorrect Example:** The dog walked on the beach, he didn't go in the ocean. In this example, "The dog walked on the beach" is a complete sentence. "He didn't go in the ocean" is also a complete sentence. They are combined with only a comma, however, and without a conjunction.

**Correct Example:** The dog walked on the beach, but he didn't go on the ocean. "But" is the conjunction used along with the comma to combine the two complete sentences.

### Sentence Fragments

Every sentence must have both a subject and a verb. If either a subject or verb is missing, it is an incomplete sentence, or a sentence fragment.

**Incorrect Example:** The kitchen messy.

In this sentence, "the kitchen" is the subject of the sentence, but there is no verb.

**Correct Example:** The kitchen is messy.

**Correct Example:** The kitchen was messy.

## PUNCTUATIONS

### Punctuation rules

**Punctuation marks** are symbols which

1. organize the structure of written language,
2. And indicate intonation and pauses to be observed when reading aloud.

Punctuation marks are also used to avoid ambiguity. For example, "woman, without her man, is nothing" has a different meaning from "woman: without her, man is nothing"

This is a summary of punctuation rules.

Read the punctuation rules and study the examples given.

### End punctuation marks:

1. Full stop, or period (.)

- Used a full stop at the end of a sentence: She stood up and went away. She was furious.

- Used for abbreviations:
- Co. (Company)
- M.P. (Member of Parliament)

## 2. Question marks (?)

Question marks are used at the end of direct questions:

- Where do you live?
- Are you crazy?
- Did you do the homework?

Use a question mark at the end of tag questions:

- You will help me, won't you?
- He likes soccer, doesn't he?

## 3. Exclamation marks (!)

Used to indicate strong emotions:

- She's so beautiful!
- What a nice girl!
- How interesting!

Used after interjections:

- Oh! It's awful.
- Hi! What's up?

## Commas (,)

- Commas are used between items in a series or list. The last two items of the series usually do not need a comma between them. They are separated by "and".  
I like spaghetti, fish, pizza and couscous.
- Commas are also used between adjectives or adverbs:

I'd like to have a big, black, German car.

She speaks slowly, quietly and eloquently.

- After the street address and city in an address:

34 Hassan II Street, Rabat, Morocco.

- Before or after direct speech:

He said, "I hate being treated like that."

"I'm sorry", she replied.

### Semicolons (;)

- Semicolons are used instead of a full stop or period to separate independent sentences:  
They woke up early; then they went jogging.
- Use a semicolon to separate items in a series when those items contain punctuation such as a comma:

They visited the Eiffel Tower, Paris; Big Ben, London; and the statue of liberty, New York

### Colons (:)

- Use a colon to introduce a list:

He visited three cities last summer holiday: Madrid, Roma and Athens.

- To introduce an idea or an explanation:
- He had one idea in mind: to see her as soon as possible.
- To introduce direct speech or a quotation:

The secretary whispered in his ear: "Your wife is on the phone."

### Dashes (--)

- To introduce parenthetical information:

I put on a blue jacket --the one my mother bought me-- and blue jeans.

- To show an afterthought:

I explained to him my point of view-- at least I tried!

### Apostrophes (')



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- Use an apostrophe to indicate a missing letter or letters in a contraction.  
I'm fed up with his stories
- Use an apostrophe plus the letter "s" to show possession.  
My brother's girlfriend is such a sweet girl.

### Quotation marks ("" )


- Quotation marks are used to quote speech, sentences or words.  
She said, "I love you."

### VOCABULARY BUILDING

Just like empty calories have the form of food but offer no nourishment to the eater, empty words take the form of verbiage, but offer no substance to the listener – leaving them hungry for meaning and details.

While “uh’s” and “um’s” can be eliminated altogether, empty words need to be replaced with heartier fare.

It seems like the only people who think about building their vocabulary are young adults who are preparing for standardized tests. Which is a shame, as expanding our vocabularies should be a lifelong pursuit.

 VOCABULARY
<b>Basic Vocabulary</b>
People and family
School
Numbers
Months, days, and times of the day
Seasons and the weather.
Food
Parts of the Body
Animals
Bugs and Insects
Home

Places in the city
Adjectives
Synonyms
Opposites
Adjectives
Compound adjectives
Base and strong adjectives

## COMMON ERRORS IN BUSINESS WRITING

The following are some examples of common errors in business writing.  
Read about ways to avoid those mistakes.

Possible search terms: common errors in business writing

### Sentence structure

- Incomplete sentences e.g., because he wasn't at work that day.
- Run-on sentences e.g., the meeting was adjourned we all left right after that.
- Comma splices e.g., Julie presented the layout to the clients, they liked it.

### Spelling and punctuation

- Errors using capitals e.g., She works in the ford building.
- Incorrect punctuation e.g., doesn't use the photocopier.
- Spelling mistakes e.g., Punctuality is very important.

### Grammar

- Incorrect use of verb forms e.g., I seen the client yesterday.
- Incorrect subject-verb agreement e.g., every manager and employee in the company agree with the decision.
- Improper use of transitions e.g., the meeting was long although the team talked a lot.
- Pronoun references that are unclear e.g., Sam went to the manager's office to pick up his report.
- Improper use of articles e.g., they discussed advantages and disadvantages of the proposal.
- Incorrect use of subject/object pronouns e.g., the boss gave a raise to Julia and I.

### Choice

- Incorrect use of similar words e.g., their very concerned about how the layoffs will affect their morale.



### **Improper tone, style or level of formality**

- Use of informal style or casual language e.g., He's really ticked off that people continue that is not appropriate in business writing to come late.

E.g. He left

## **Unit -2**

# **BUSINESS COMMUNICATION**

## **INTRODUCTION**

The word “communication” derived from the Latin word ‘communicare’ that means to impart, to Participate, to share or to make common. It is a process of exchange of facts, ideas, and opinions and as a means that individual or organization share meaning and understanding with one another. In other words, it is a transmission and interacting the facts, ideas, opinion, feeling and attitudes.

## **DEFINITIONS OF COMMUNICATION**

**American Management Association** defines, ‘Communication is any behaviour that results in an exchange of meaning’.

**Newman and Summer Jr.** state that, ‘Communication is an exchange of facts, ideas, opinions or emotions by two or more persons’.

Therefore, the main purpose of communication is to inform, or to bring around to a certain point of view or to elicit action.

## **PURPOSE OF COMMUNICATION**

1. **for instruction:** The instructive function unvarying and importantly deals with the commanding nature. It is more or less of directive nature. Under this, the communicator transmits with necessary directives and guidance to the next level, so as to enable them to accomplish his particular tasks.
2. **for integration:** It is consolidated function under which integration of activities is endeavourer. The integration function of communication mainly involves bringing about inter-relationship among the various functions of the business organization. It helps in the unification of different management functions.
3. **for information:** The purposes or function of communication in an organization is to inform the individual or group about the particular task or company policies and procedures etc.
4. **for evaluation:** Examination of activities to form an idea or judgment of the worth of task is achieved through communication. Evaluating one's own inputs or other's outputs or some ideological scheme demands an adequate and effective communication process.

5. **for direction:** Communication is necessary to issue directions by the top management or manager to the lower level. Employee can perform better when he is directed by his senior. Directing others may be communicated either orally or in writing.

6. **for teaching:** The importance of personal safety on the job has been greatly recognized. A complete communication process is required to teach and educate workers about personal safety on the jobs. This communication helps the workers to avert accidents, risk etc. And avoid cost, procedures etc.

7. **for influencing:** A complete communication process is necessary in influencing others or being influenced. The individual having potential to influence others can easily persuade others. It implies the provision of feedback which tells the effect of communication.

8. **for image building:** Goodwill and confidence are necessarily created among the public. It can be done by the communication with the different media, which has to project the image of the firm in the society.

### FORMS OF COMMUNICATION



### Types of Communication

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affect communication. So, there is variety of types of communication.

**Types of communication based on the communication channels used are:**

1. Verbal Communication
2. Nonverbal Communication

## 1. Verbal Communication

Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey. **In verbal communication remember the acronym KISS** (keep it short and simple).

**Verbal Communication** is further divided into:

- Oral Communication
- Written Communication

### Oral Communication

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In **oral communication**, communication is influence by pitch, volume, speed and clarity of speaking.

*Advantages of Oral communication are:*

- It brings quick feedback.
- In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

**Disadvantage of oral communication are:**

In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a

### Written Communication

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication.



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### **Advantages of written communication:**

- Messages can be edited and revised many times before it is actually sent.
- Written communication provides record for every message sent and can be saved for later study.
- A written message enables receiver to fully understand it and send appropriate feedback.

### ***Disadvantages of written communication:***

- Unlike oral communication, written communication doesn't bring instant feedback.
- It takes more time in composing a written message as compared to word-of-mouth. And number of people struggles for writing ability.

## **2. Nonverbal Communication**

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as **gesture, body language, posture, tone of voice or facial expressions**, is called nonverbal communication. **Nonverbal communication is all about the body language of speaker.**

Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflect the situation more accurately than verbal messages.

**Sometimes nonverbal responses contradict verbal communication and hence affect the effectiveness of message.**

Nonverbal communication has the following three elements:

### **Appearance**

Speaker: clothing, hairstyle, neatness, use of cosmetics

Surrounding: room size, lighting, decorations, furnishings

### **Body Language**

Facial expressions, gestures, postures

### **Sounds**

Voice Tone, Volume, Speech rate

## Types of Communication Based on Purpose and Style

Based on style and purpose, there are two main categories of communication and they both bears their own characteristics. Communication types based on style and purpose are:

1. Formal Communication
2. Informal Communication

1. Formal Communication

In formal communication, certain rules, conventions and principles are followed while communicating message. **Formal communication occurs in formal and official style.** Usually professional settings, corporate meetings, conferences undergoes in formal pattern.

**In formal communication, use of slang and foul language is avoided and correct pronunciation is required.** Authority lines are needed to be followed in formal communication.

2. Informal Communication

Informal communication is done using channels that are in contrast with formal communication channels. It's just a casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. It happens among friends and family. **In informal communication use of slang words, foul language is not restricted.** Usually, informal communication is done orally and using gestures.

**Informal communication, unlike formal communication, doesn't follow authority lines.** In an organization, it helps in finding out staff grievances as people express more when talking informally. **Informal communication helps in building relationships.**

## THE COMMUNICATION PROCESS/CYCLE

The process of communication involves the following elements:

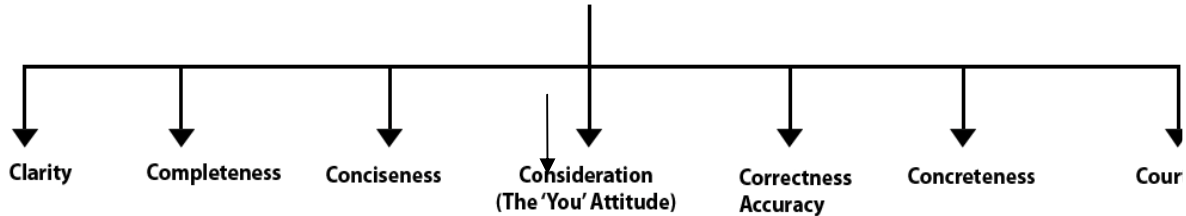
1. **Sender or transmitter:** The person who desires to convey the message is known as sender. Sender initiates the message and changes the behaviour of the receiver.
2. **Message:** It is a subject matter of any communication. It may involve any fact, idea, opinion or information. It must exist in the mind of the sender if communication is to take place.
3. **Encoding:** The communicator of the information organises his idea into series of symbols (words, signs, etc.) which, he feels will communicate to the intended receiver or receivers.

4. **Communication channel:** The sender has to select the channel for sending the information. Communication channel is the media through which the message passes. It is the link that connects the sender and the receiver.
5. **Receiver:** The person who receives the message is called receiver or receiver is the person to whom the particular message is sent by the transmitter. The communication process is incomplete without the existence of receiver of the message. It is a receiver who receives and tries to understand the message.
6. **Decoding:** Decoding is the process of interpretation of an encoded message into the understandable meaning. Decoding helps the receiver to drive meaning from the message.
7. **Feedback:** Communication is an exchange process. For the exchange to be complete the information must go back to whom from where it started (or sender), so that he can know the reaction of the receiver. The reaction or response of the receiver is known as feedback.
8. **Brain drain:** On whole process there is a possibility of misunderstandings at any level and is called brain drain. It may arise on sender side if they do not choose the adequate medium for delivery of message, by using default channel and it may also arise when receiver does not properly decode the message. In other words, we can say that it is breakdown of cycle at any level.

## 7 C'S AND PRINCIPLES OF EFFECTIVE COMMUNICATION

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

## Guidelines for Effective Business Communication



## The 7Cs for effective Business Communication

1. **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:

Complete communication develops and enhances reputation of an organization. Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.

2. **Conciseness** - Conciseness means wordiness, i.e. communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:

- It is both time-saving as well as cost-saving.
- It underlines and highlights the main message as it avoids using excessive and needless words.
- Concise communication provides short and essential message in limited words to the audience.

3. **Consideration** - Consideration implies "stepping into the shoes of others". Features of considerate communication are as follows:

- Emphasize on "you" approach.



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

## MEDIA OF COMMUNICATION

**Written Communication:** It includes letters, circulars, memos, telegrams, reports, minutes, forms and questionnaires, manuals etc.



Therefore, everything in written form falls in the area of written communication.

Merits:—

- Accurate
- Precise
- Permanent Record
- Legal Document
- Can reach a large number of people simultaneously.
- Helps to fix responsibility

Limitations:—

- Time Consuming
- Expensive not in terms of postage but of the time of so many people
- Quick clarification is not possible.

**Oral Communication:** Includes face to face conversation, conversation over the telephone, interview, and group discussion.

Merits:—

- Saves time
- Saves money
- Immediate feedback
- Can be informal
- Immediate clarification

Limitations:—

- Not possible for distant people in the absence of mechanical devices
- Unsuitable for lengthy message
- Message cannot be retained for long
- No legal validity
- Greater chances of misunderstanding
- Not easy to fix responsibility

**Face to Face Communication:** — this is a direct communication which takes place when the person is in directly contact with other. I.e. face to face

Merits:—

- Expression and gestures makes communication very effective.
- Very suitable for discussions

Limitations

- Unsuitable for large organizations
- Unsuitable for large gathering

**Visual Communication:** It encompasses gestures and facial expressions, tables, charts, graphs, diagrams, posters, slides, film strips etc. It is suitable only to communicate elementary and simple ideas, can be effective if used in combination with other media.

**Audio-Visual Communication:** It encompasses television and cinema films that combine the visual impact with narration.

**Computer based Communication:** It includes e-mails, voice mails, cellular phones, fax etc.

Advantage:—

- The quickest means of communication
- The barrier of space is conquered.
- Video-conferencing can replace personal meetings.
- Storage and retrieval of permanent record had become easier.

Limitations:—

- Uncertain legal validity
- The virus malady
- Fear of undesirable leakage

## TYPES OF COMMUNICATION

- A. Formal Communication
- B. Informal Communication (Grapevine)

### (A) Formal Communication:

**(a) Downward Communication:** Downward communication flows from a superior to the subordinate staff.

Its objectives are:—

- To give directions about some job.
- To explain policies and procedures.
- To convey assessment of performance.
- To explain the rationale of the job.

Its limitations are:—

- Under communication or over communication
- Delay
- Loss of information
- Distortion
- Resentment by subordinate staff

To make it effective:—

Managers should be adequately informed.

- Managers should be clear how much to communicate.
- Information should be passed on to the correct person.

**(b) Upward Communication:** Upward communication moves from the subordinate staff to the superiors.

Its importance is:—

- Provides feedback to the superiors
- Releases the pent up emotions of the subordinate staff
- Provides the superiors with useful suggestions
- Promote harmony

Its limitations are:—

- Employees are reluctant to express themselves.
- Employees fear that their criticism may be interpreted as a sign of their personal weakness.
- Great possibility of distortion
- Bypassed superiors feel insulted.
- Resentment by subordinate staff

To make it effective:—

- Superiors should take initiative to get close to the subordinate staff
- Keep the line of communication short

**(c) Horizontal Communication:—**

- It flows between people at the same level.
- It is important for promoting understanding and coordination among various people or departments.
- It is carried on through face to face discussion, telephonic talk, periodical meetings & memos.

**(d) Consensus:—**

Consensus is the process of arriving at agreement through consultation.

**(2) Informal Communication:—**

Grapevine:—

- It is an informal channel of communication.

- Primarily a channel of communication of horizontal communication, it can flow even vertically and diagonally.

It is of 4 types:—

- *Single strand*: Flows like a chain.
- *Gossip*: One person tells everyone else.
- *Probability*: Information may move from anybody to anybody.
- *Cluster*: Moves through selected group.

Importance:—

- Emotional relief
- Harmony and cohesiveness in the organization
- Fast channel
- Provides feedback

Demerits:—

- Distortion of information
- May transmit incomplete information
- Travels with destructive swiftness
- Keep an eye on rumor-managers
- Use it primarily for feedback
- Contradict rumors promptly

## BARRIERS OF COMMUNICATION

The main barriers of communication are summarized below.

**Following are the main communication barriers:**

1. **Perceptual and Language Differences:** Perception is generally how each individual interprets the world around him. All generally want to receive messages which are significant to them. But any message which is against their values is not accepted. A same event may be taken differently by different individuals.

For example: A person is on leave for a month due to personal reasons (family member being critical). The HR Manager might be in confusion whether to retain that employee or not, the immediate manager might think of replacement because his team's productivity is being hampered, the family members might take him as an emotional support.

2. **Information Overload:** Managers are surrounded with a pool of information. It is



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essential to control this information flow else the information is likely to be misinterpreted or forgotten or overlooked. As a result communication is less effective.

3. **Inattention:** At times we just not listen, but only hear. For example a traveler may pay attention to one “NO PARKING” sign, but if such sign is put all over the city, he no longer listens to it. Thus, repetitive messages should be ignored for effective communication. Similarly if a superior is engrossed in his paper work and his subordinate explains him his problem, the superior may not get what he is saying and it leads to disappointment of subordinate.
4. **Time Pressures:** Often in organization the targets have to be achieved within a specified time period, the failure of which has adverse consequences. In a haste to meet deadlines, the formal channels of communication are shortened, or messages are partially given, i.e., not completely transferred. Thus sufficient time should be given for effective communication.
5. **Distraction/Noise:** Communication is also affected a lot by noise to distractions. Physical distractions are also there such as, poor lightning, uncomfortable sitting, unhygienic room also affects communication in a meeting. Similarly use of loud speakers interferes with communication.
6. **Emotions:** Emotional state at a particular point of time also affects communication. If the receiver feels that communicator is angry he interprets that the information being sent is very bad. While he takes it differently if the communicator is happy and jovial (in that case the message is interpreted to be good and interesting).

### Unit – 3

#### BUSINESS LETTER WRITING

**Business Letter:** A business letter is a letter written in formal language. There are many reasons to write a business letter:

- It could be to request direct information or action from another party,
- to order supplies from a supplier,
- to identify a mistake that was committed,
- to reply directly to a request,
- to apologize for a wrong
- or simply to convey goodwill

#### Elements of a business letter

The parts of a business letter are as follows:

- Sender's address
- Date
- Inside address



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- Attention line
- Salutation
- Body of the letter
- Complimentary close
- Signature
- Enclosure

### Positions of the elements

Styles of business letters are of two main types:

1. Full block style: In this type you align all elements on the left margin.
2. Modified block: In this style, some elements are on the left page margin.

The following is an example of the modified block style.

### Example

[SENDER'S NAME]  
[SENDER'S ADDRESS]  
(optional[SENDER'S PHONE]  
(optional[SENDER'S E-MAIL])  
  
[DATE]  
  
[RECIPIENT W/O PREFIX]  
[RECIPIENT'S COMPANY]  
[RECIPIENT'S ADDRESS]  
  
(Optional) Attention [DEPARTMENT/PERSON],  
  
Dear [RECIPIENT],  
  
[CONTENT.]  
  
[VALEDICTION (Sincerely, Respectfully, Regards, etc.)],  
  
[SENDER]  
[SENDER'S TITLE]  
  
Enclosures ([NUMBER OF ENCLOSURES])

## Punctuation

Generally speaking, a comma follows the salutation/greeting, but in the United States a colon is often preferred. The valediction/closing is followed by a comma.

## NEED OF BUSINESS LETTER

In business, letter writing is a major thrust area of communication. The modern goal of nations for a free global trade and the need to cut across national, linguistic and cultural barriers to promote trade have made the letter an important business tool.

A business letter serves certain important functions:

1. A business letter acts as a representative of the organization. It is an inexpensive substitute for a personal visit.
2. It seeks to provide information on subjects connected with business.
3. A business letter provides valuable evidence for a transaction and thus serves a legal purpose.
5. A business letter promotes and sustains goodwill.

## FUNCTIONS OF BUSINESS LETTER

Business letters secure, promote and maintain business without complications; Business letters serve us a reference for the future. Every organization should have to classify its outgoing mail and incoming mail and file them classified on the basis of their subject matter in a chronological sequence.

We can enumerate the functions of a business letter thus:

- (a) Promotional Functions: Business organisations have to grow and enlarge, improving the quality of their products, by producing new products and providing better services.
- (b) Informational Functions: Business letters provide valuable data about earlier policies, transactions and all other activities of the organisation.
- (c) Legal Functions: Business letters can provide evidence in legal disputes, if any, that occur in a transaction. They are useful as legal documents in quotations and offers.
- (d) Goodwill Functions: Business letters promote goodwill among parties transacting business. They build a good rapport between parties in a business transaction.

## KINDS OF LAYOUT OF LETTER WRITING



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**Forms of layout in letter writing are as follows:**

1. Indented Form (traditional form)
2. Hanging Indention
3. Block Form (more modern form)
4. Semi Block

These different forms of layout are shown below:

**Layout 1: Indented Form**

SENDER'S NAME AND ADDRESS

Tel No:

E Mail:

Ref:

Date:

Dear Sir,





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Dear Sir,

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\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Complimentary close  
and Signature

## Layout 2: Hanging Indentation Form

SENDER'S NAME AND ADDRESS

Tel. \_\_\_\_\_

Ref. \_\_\_\_\_

E-mail: \_\_\_\_\_

Date: \_\_\_\_\_

Mr R. Shermani,  
Manager,  
Bank of Baroda,  
Hyderabad.

Dear Sir,



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Complimentary close  
and Signature

Layout 3: Block Form

SENDER'S NAME AND ADDRESS

Tel. \_\_\_\_\_

Ref. \_\_\_\_\_

E-mail: \_\_\_\_\_

Date: \_\_\_\_\_

Mr R. Shermani,  
Manager,  
Bank of Baroda,  
Hyderabad.

Dear Sir,



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Complimentary close  
and Signature

**Layout 4: Modified Block Form**

SENDER'S NAME AND ADDRESS

Tel. \_\_\_\_\_

Ref. \_\_\_\_\_

E-mail: \_\_\_\_\_

Date: \_\_\_\_\_

Mr R. Shermeni,  
Manager,  
Bank of Baroda,  
Hyderabad.

Dear Sir,

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Complimentary close  
and Signature

**Layout 5: Semi Block Form**

SENDER'S NAME AND ADDRESS

Tel. \_\_\_\_\_

Ref. \_\_\_\_\_

E-mail: \_\_\_\_\_

Date: \_\_\_\_\_

Mr R. Shermani,  
Manager,  
Bank of Baroda,  
Hyderabad.

Dear Sir,

\_\_\_\_\_



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Complimentary close  
and Signature

## TYPES OF BUSINESS LETTERS

Letter writing is a prized skill in the world of work. The higher you advance in your career, the more you will need to write letters. Letters are more formal and official than other types of business communication.

There are four basic types of business letters: inquiry letters, special request letters, sales letters, and customer relations letters. Business letters can be further classified as positive, neutral, or negative. Inquiry and special request letters are neutral, sales letters are positive, and customer relations letters can be positive or negative.

### Inquiry Letters

An inquiry letter asks for information about a product, service, or procedure. Businesses frequently exchange inquiry letters, and customers frequently send them to businesses. Three basic rules for an effective inquiry letter are to state exactly what information you want, indicate clearly why you must have this information, and specify exactly when you must have it.

### Special Request Letters

Special request letters make a special demand, not a routine inquiry. The way you present your request is crucial, since your reader is not obliged to give you anything. When asking for information in a special request letter, state who you are, why you are writing, precisely what information you need, and exactly when you need the information (allow sufficient time). If you

are asking for information to include in a report or other document, offer to forward a copy of the finished document as a courtesy. State that you will keep the information confidential, if that is appropriate. Finally, thank the recipient for helping you

## **Sales Letters**

A sales letter is written to persuade the reader to buy a product, try a service, support a cause, or participate in an activity. No matter what profession you are in, writing sales letters is a valuable skill. To write an effective sales letter, follow these guidelines: (1) Identify and limit your audience. (2) Use reader psychology. Appeal to readers' emotions, pocketbook, comfort, and so on by focusing on the right issues. (3) Don't boast or be a bore. Don't gush about your company or make elaborate explanations about a product. (4) Use words that appeal to readers' senses. (5) Be ethical.

## **Complaint Letters**

These require delicacy. The right tone will increase your chances of getting what you want. Adopt the "you" attitude. Begin with a detailed description of the product or service you are complaining about. Include the model and serial numbers, size, quantity, and colour. Next, state exactly what is wrong with the product or service. Briefly describe the inconvenience you have experienced. Indicate precisely what you want done (you want your money back, you want a new model, you want an apology, and so on). Finally, ask for prompt handling of your claim.

## **Adjustment Letters**

Adjustment letters respond to complaint letters. For an adjustment letter that tells the customer "Yes," start with your good news. Admit immediately that the complaint was justified. State precisely what you are going to do to correct the problem. Offer an explanation for the inconvenience the customer suffered. End on a friendly, positive note. For adjustment letters that deny a claim, avoid blaming or scolding the customer. Thank the customer for writing. Stress that you understand the complaint. Provide a factual explanation to show customers they're being treated fairly. Give your decision without hedging or apologizing. (Indecision will infuriate customers who believe they have presented a convincing case.) Leave the door open for better and continued business in the future.

## **Departmental Communication:**

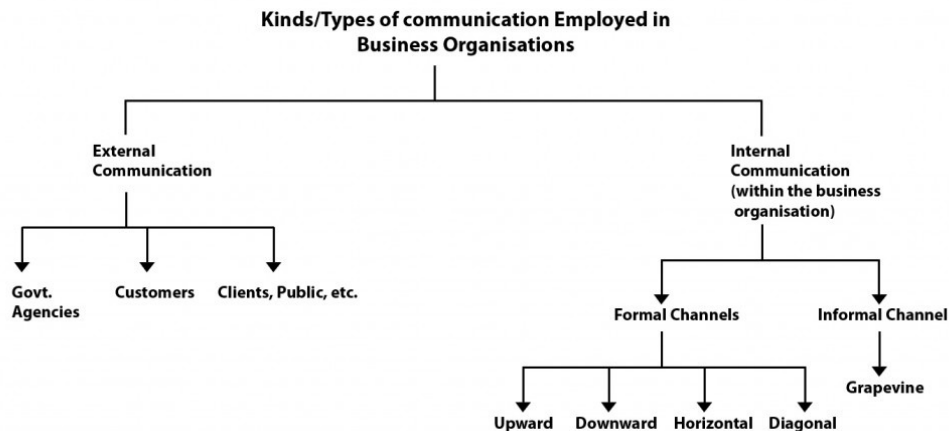
Interdepartmental communication is the process through which various departments send and receive messages between themselves. For the communication to be effective, one department must send a clear and comprehensive message to another department, and the message must be clearly and completely understood. If it's not, there will be problems. Ineffective communication can lead to confusion, lack of morale and frustration among employees and departments.

## Need of Departmental Communication:

Effective interdepartmental communication ensures that all departments are on the same page as work situations change. One department may make a change that affects another department. If the first department doesn't communicate those changes to the other department, there can be confusion, frustration and anger. Without effective interdepartmental communication, a company can end up in chaos, with a lack of motivation among employees and an absence of trust and respect between departments.

## TYPES OF DEPARTMENTAL COMMUNICATION

In a business context, all communication can be divided into two categories namely, External Communication and Internal Communication.



### External Communication

An organization, when it communicates with Governmental agencies, oth organizations, customers, clients and Public it is called external communication The media employed may be written media like letters, reports, proposals or visual media like posters, advertisements video tapes or electronic media like faxes, telegrams, e-mails, telexes. The communication might also be through teleconferences, face-to-face meetings, panel discussions or presentations, exhibitions and such events.

### Internal Communication

Every organization has the necessity to maintain appropriate communication with its branches, staff and employees. This is generally called internal communication. Internal communication is an essential feature of an organization's administrative structure. In modern times, the Human Resource Department plays an important role in maintaining internal communication.

### Downward Communication

Downward communication means the flow of communication from the top echelon of an organization to the lower levels of employees. Downward communication not only recognizes and accepts a hierarchical structure but also is based on the assumption that people at the higher level have the ability and authority to direct the employees on all do's and don'ts.

### Upward Communication

Communication maintained from lower level of employees to higher-ups is called upward communication. Upward communication helps an organization to receive and reset its objectives at realistic levels. Upward communication may cause ego problems to persons in higher hierarchical positions.

### Horizontal / Lateral Communication

The interaction among peer groups is called horizontal communication. Inter departmental communication is also horizontal communication. Sales department, production department, quality control department and the stores department have to constantly interact and coordinate among themselves. Horizontal communication leads to a better understanding among individuals and departments, cooperation and coordination.

### Diagonal or multi-directional Communication

Diagonal communication means the use of upward, downward and horizontal communication. It is a healthy practice not to depend on any one mode. Diagonal communication leads to better feedback at all levels. It promotes understanding, motivates employees and gives a sense of belonging and involvement to all people at all levels. But such communication should not be allowed to degenerate to a meaningless cross-cross communication which will lead to chaos and confusion.

### Formal and Informal Channels of Communication

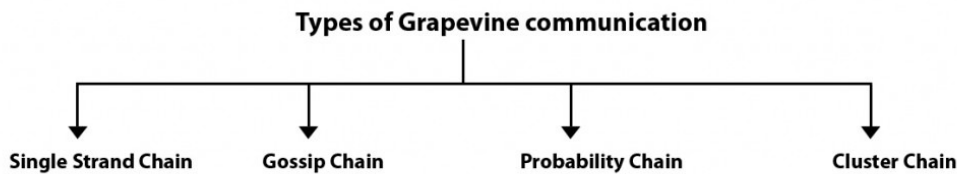
Every business organization adopts some formal channels of communication which may be upward, downward, or horizontal or all the three. They are usually in the form of notices, announcements, reports, official or demi-official letters, advertisements, etc. Formal channels are officially recognized and organized. They make the working of the organization transparent. They motivate the employees. They provide the necessary feedback.

### Grapevine



Large organizations, where there are a large number of people working closely, generate certain informal or unofficial channels of communication. These channels exist with or without official patronage. Even if they are officially and secretly patronized, they are not authentic. This type of communication is generally called “Grapevine” communication. Grapevine communication is an informal, unofficial, horizontal channel of communication because generally peer groups participate in it.

### Types of Grapevine Communication



## INTERVIEW LETTERS

It is sent by the company to their employee for calling this job interview. This letter is given to candidate when he/she apply for a job. This letter is used to invite the candidate for an interview. Interview is a discussion between hirer and candidate the hirer asked some question to the candidate about his career like his qualification, skills, working experiences and talk with person about any business things, brands and products etc. every business companies used this letter for hiring a new person for job.

LOGO

Your Address

Your Tel Number

[Date]

Dear [Name]

Re: Vacancy for [position title]

Thank you for your application for the above position.

I would be grateful if you could attend an interview:

At [Address].

On [Date].

At [Time].

The interview will be with [name and job title of interviewer(s)]. Upon arrival at reception please ask for [name of interviewer or other person]

The interview is scheduled to last approximately [state duration] and will take the form of [short description of format of interview].

Please can you bring along the following documentation to the interview: [state what documents you want the candidate to bring e.g. proof of ID, certificates etc]

Prior to the interview we will be contacting your references as given on your application form. If you have stated that you do not wish us to contact your current employer, this reference will not be taken up unless you are successful at interview.

Please contact [name of contact] on [telephone number] to confirm your attendance at the interview. If you have a disability and require any special arrangements to assist you at the interview, please let [me/name of contact] know.

A map showing the location of the interview venue is included.

[I/We] look forward to meeting you.

Yours sincerely

[Name]

[Position / Job Title]

## PROMOTION LETTERS

A letter that is prepared for increasing the sale of products is called promotion letter. This letter is used in every business company to promote and advertise the business in markets. The important information about the product include in this promotion letter. This letter is used by the employees for getting a promotion in his/her job. The employee write about detail of his working history, skills, duration of working etc. this letter is giving by the manager of the company to the deserving employee to inform his/her new position of company.

June 06, 2012

Mr. xxxxxxxx

Xxxxxxxx

xxxxxxx,

xxxxxxxxxxx

Subject: Promotion as Area Sales Manager.

Dear M. rxxxxx

We would like to express our appreciation and commendation for all the passion and commitment you have been exhibiting in your existing role.

In recognition of your contribution, it is our pleasure to inform you that you have been promoted as “Area Sales Manager” for National Capital Region and your gross salary has been revised to Rs. 20,000/- p.m.(Rupees Twenty Thousand Only) from Rs.13,000/- p.m.(Rupees Thirteen Thousand Only w.e.f. June 01, 2012.

We hope with this, you will come up as a leader, who can lead the team with great spirit and zeal and excel in the near future with great success.

With Warm Regards,

For xxxxxxxxxxxxxx

xxxxxxx

xxxxxxxxxxxxxx

Cc: Mr. xxxxxxxxxxxx - FYI please

: Mr. xxxxxxxxxxxx - FYI and N.A. please

: Mr. xxxxxxxx - FYI and record

**RESIGNATION LETTERS**

Resignation letter is prepared for leaving job. This letter is written for different type of reasons. A person writes this letter when he wants to resign his job and want to get a better job in other companies. This letter may be use when a person not satisfied their present company and he need for a batter job for his requirement. This letter provide help you to make your relationship with your employer. If you want to resign your job so you use batter and positive word for about your company in this resignation letter.

## NEWSLETTERS

A **newsletter** is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Newspapers and leaflets are types of newsletters.<sup>[1]</sup> Additionally, newsletters delivered electronically via email (e-Newsletters) have gained rapid acceptance for the same reasons email in general has gained popularity over printed correspondence. Newsletters are given out at schools, to inform parents about things that happen in that school.

Many newsletters are published by clubs, churches, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers or employees.

## CIRCULARS

Circulars are the advertisement printed on a single sheet of paper and circulated either by Third class mail or by hand; also called circ, flier . The advertisement may be printed in one or more colors, and the paper may be of any color stock. Usually a circular is folded so that the edges are parallel and it can fit in an envelope. Circulars are used as package inserts, as retail over-the-counter handouts, and in direct mail packages.

## AGENDA

An **agenda** is a list of meeting activities in the order in which they are to be taken up, by beginning with the call to order and ending with adjournment. It usually includes one or more specific items of business to be discussed. It may, but is not required to, include specific times for one or more activities. An agenda may also be called a docket.

## NOTICE

Notice: A notice will normally be issued to a varying number of people; depending on who needs to know about the information it contains. Notices can vary in how many people they are aimed at. This is because they primarily function as a way of informing or making people aware of upcoming news, events or actions. These can also be in the form of posters or handouts, but could also appear in a mass email that is sent out to the particular audience.

## OFFICE MEMORANDUMS

**Memorandum:** A memo usually has a smaller demographic of audience and is usually more exclusive. Memos are less public and normally targeted at a more exclusive, smaller audience. They are often used as a way of reminding someone of something that needs to be done, or to

pass on a proposal or idea of some kind. They are most commonly typed in today's technological era, however they can also be hand written.

## OFFICE ORDERS

**Office order:** office orders are authoritative instructions or directions that flow downward. They suggest compliance by the subordinates, failing which administrative action can be taken. Office orders are usually related to positing, transfer, promotion, suspension, fixation of pay, imposing certain restrictions, taking of any disciplinary action etc.

## PRESS RELEASE

**Press Release:** An official statement issued to newspapers giving information on a particular matter.

A **press release, news release, media release, press statement** or **video release** is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, they are mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, or television networks.



**PRESS RELEASE**

**Date/Timing**  
**Release Date** → 6th January, 2009

**Title** → FOR IMMEDIATE RELEASE  
**Location** → 33 TOP WEBSITE TIPS  
 Sydney, Australia

**Paragraph 1/Intro** → ORBITAL's follow-up to their first online and short single 'CHIME' is released on FOR IMMEDIATE RELEASE.

**5 W's: Who, What, Where, Why, When** → Their name derives as much from the fact that they live in (well, we actually 'are') the MEZ as from the orbital spin axis.

**About/Bio** → Brothers Phil and Paul Harwood are Orbital and have been experimenting on their 4-track tape machines at home for only about 12 months. The experiments were made to their first single 'CHIME' which really was about ninety percent in studio as it was simply a case of the boys using their own tape of the tape itself.

**Contact Details** → After the success of 'CHIME' the boys were able to buy better equipment, however their follow-up 'ORBITAL' is of a higher technical quality, but the single was still made in their living room and first moment at Sun Thorne Studios in London.

Unlike many other bands Orbital are active on the live scene, enjoying playing live so much that they often lose money through playing venues that are off the beaten track.

Phil and Paul see themselves as being into a lot between a conventional band and a DJ - it isn't particularly interesting to watch but because they play their music in parties and clubs (rather than using music with a set structure) it leaves a real amount of room to improvise with song structure, mixing techniques and sound manipulation.

"We would prefer to be in the background playing, then receive from the DJ occasional so people just hear our music rather than expect an over-the-top show" explained Phil, who with his brother Paul is currently experimenting with other visual mediums such as film and light that are complementary to their music.

ORBITAL are keeping a low profile just now so as to give their time to work on the latest and on their forthcoming debut album.

ORBITAL: Acute & Visual experiments

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## UNIT – 4

### Business Etiquettes

- The word etiquette implies accepted norms of behaviour. These norms apply to social behavior and professional conduct.

- These are unwritten rules which people living in a society are expected to observe.
- They serve as benchmarks to decide whether someone's behaviour is appropriate or inappropriate.
- In a civilized society anyone who shows undesirable habits, attitudes and manners is viewed as an abnormal being.

## Types of Business Etiquette

### 1. Introduction

4-step action plan to introduce yourself:

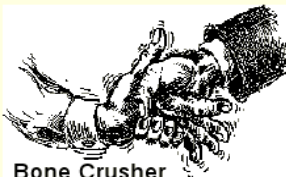
- Extend a firm handshake, maintaining first name and last direct eye contact.
- Say your name/company name clearly.
- Say something about yourself that creates a connection and is relevant to the target and the setting.
- Repeat the person's name and say you're pleased to meet with them.
- Do not add salutation or titles like Mr., Shri before your name .
- While introducing or referring to yourself other persons can call you Mr. or Shri.....

## Greetings

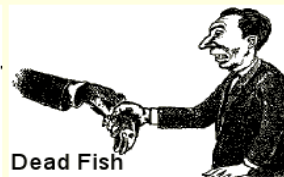
■ What is a good handshake?



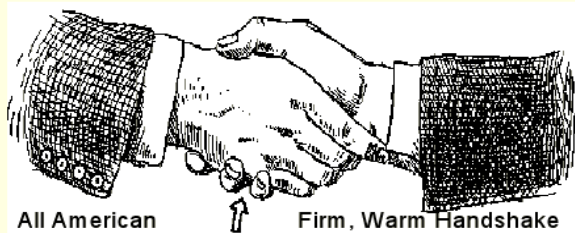
Palm Pincher



Bone Crusher



Dead Fish



All American

Firm, Warm Handshake

### **Etiquette of the telephone**

Telephone etiquette means good manners in the use of telephone so as to create good personal or business relations between two persons. The way you speak, hear, respond and hang up is as important as what you communicate. Bad telephone habits and lack of etiquette can spoil relations.

#### **How to make a call**

- When you call someone and they answer the phone, do not say "Who am I speaking with?" without first identifying yourself: "This is \_\_\_\_\_. To whom am I speaking?"
- Always know and state the purpose of the communication.
- When you reach a wrong number, don't argue with the person Say: "I'm sorry; I must have the wrong number. Please excuse the interruption." And then hang up.
- If you told a person you would call at a certain time, call them as you promised. If you need to delay the conversation, call to postpone it, but do not make the other person wait around for your call.
- If you don't leave a number/message for someone to call you back, don't become angry if they are not available when you call again.

#### **How to receive a call**

- Do not allow the phone to ring for a long time.
- Greet and identify the speaker
- Listen carefully
- Take notes because you cannot memorize everything.

#### **Taking Messages**

- Be prepared with pen and message slip when you answer the phone.
- When taking messages be sure to ask for:
  - – Caller's name (asking the caller for correct spelling.)
  - – Caller's phone number and/or extension (including area code)
  - – If the caller is a customer, ask for the Customer ID# (if appropriate) and ask what the call is in regard to.
- Repeat the message to the caller.
- Be sure to fill in the date, time, and your initials.



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- Don't forget that you can transfer them to voicemail instead of taking a paper message, but don't forget to ask,
- "Would you like me to transfer you to \_\_\_\_\_'s voicemail?"
- Do not assume that the caller would rather go to voicemail.
- Always ask first.

### **Email Etiquette**

The informal rules of behavior for the Internet.

These Internet customs have evolved over time, and help make the Internet a pleasant place.

Discussion Groups, chat rooms, instant messaging share most of these rules of conduct with email.

There isn't any privacy on net, therefore do not share your passwords with others. Email is not secure.

Avoid sensitive information in email

Remember an email can be forwarded without your knowledge or consent to anyone.

Use care when replying in email, forums or discussion groups.

Your emotions do not transmit in email – they cannot tell you are kidding (smilies help)

### **Major No-Nos of Email etiquette are:**

- Typing in UPPER CASE: It shows as if you are shouting on the speaker.
- Flaming
- Sending Spam via email or in chat room
- Forwarding jokes with 200 email addresses at the top of the page...
- Large File Attachments
- Forgetting to re-read the email before sending
- When mass emailing – use the BCC field
- Use a meaningful subject
- Don't forward virus hoaxes or chain letters



- Don't Reply To Spam

## **PUBLIC SPEAKING**

### **Know the room.**

Be familiar with the place in which you will speak. Arrive early, walk around the speaking area and practice using the microphone and any visual aids.

### **Know the audience.**

Greet some of the audience as they arrive. It's easier to speak to a group of friends than to a group of strangers.

### **Know your material.**

Practice your speech and revise it if necessary. If you're not familiar with your material or are uncomfortable with it, your nervousness will increase.

### **Relax.**

Ease tension by doing exercises.

### **Visualize yourself giving your speech.**

Imagine yourself speaking, your voice loud, clear, and assured. When you visualize yourself as successful, you will be successful.

### **Realize that people want you to succeed.**

They don't want you to fail.

Audiences want you to be interesting, stimulating, informative, and entertaining. They are on your side!

### **Don't apologize.**

If you mention your nervousness or apologize for any problems you think you have with your speech, you may be calling the audience's attention to something they hadn't noticed.

### **Concentrate on the message -- not the medium.**

Focus your attention away from your own anxieties, and outwardly toward your message and your audience. Your nervousness will dissipate.

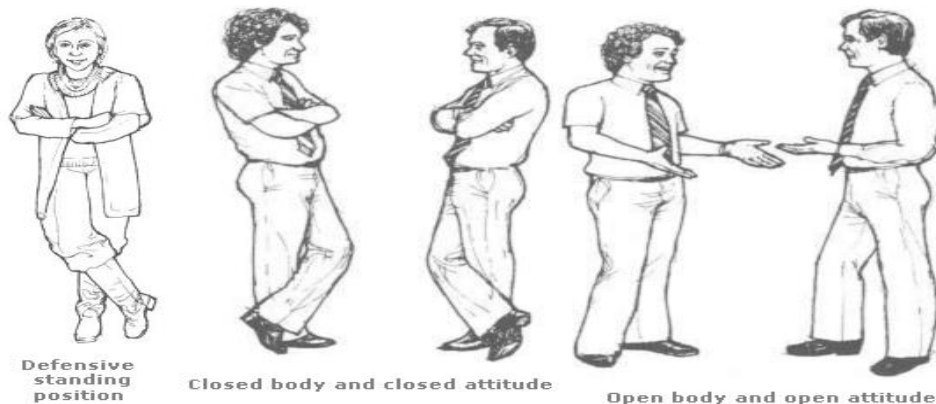
**Turn nervousness into positive energy.**

Harness your nervous energy and transform it into vitality and enthusiasm.

## **BUSINESS MANNERS**

It involve a wide range of social interactions within cultural norms as in the "comedy of manners", or a painter's characteristic "manner". Etiquette and manners, like mythology, have buried histories especially when they seem to have little obvious purpose, and their justifications as logical ("respect shown to others" etc.) may be equally revealing to the social historian. They are like laws in that they codify or set a standard for human behavior but there is no formal system for punishing transgressions, the main informal "punishment" being social disapproval. They are a kind of norm. What is considered "mannerly" is highly susceptible to change with time, geographical location, social stratum, occasion, and other factors.

## **BODY LANGUAGE GESTURES**



Body language is not just about how we hold and move our bodies.

Body language potentially (although not always, depending on the definition you choose to apply) encompasses:

- How we position our bodies
- Our closeness to and the space between us and other people (proxemics), and how this changes
- Our facial expressions
- Our eyes especially and how our eyes move and focus, etc



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- How we touch ourselves and others
- How our bodies connect with other non-bodily things, for instance, pens, cigarettes, spectacles and clothing
- Our breathing, and other less noticeable physical effects, for example our heartbeat and perspiration
- Body language tends not to include:
  - The pace, pitch, and intonation, volume, variation, pauses, etc., of our voice.
  - Arguably this last point should be encompassed by body language, because a lot happens here which can easily be missed if we consider merely the spoken word and the traditional narrow definition of body language or non-verbal communications.
  - Voice type and other audible signals are typically not included in body language because they are audible 'verbal' signals rather than physical visual ones, nevertheless the way the voice is used is a very significant (usually unconscious) aspect of communication, aside from the bare words themselves.
  - More obviously, our eyes are a vital aspect of our body language.
  - Our reactions to other people's eyes - movement, focus, expression, etc - and their reactions to our eyes - contribute greatly to mutual assessment and understanding, consciously and unconsciously.
  - With no words at all, massive feeling can be conveyed in a single glance. The metaphor which describes the eyes of two lovers meeting across a crowded room is not only found in old romantic movies. It's based on scientific fact - the strong powers of non-verbal communications.

### **Etiquette of the Written Word**

- Before computers, fax machines, voice mail, e-mail and cell phones, people actually took
- Does anyone you know actually say, "As per our conversation dated January 1st..." Stay away from stiff language that sounds as if it came from an outdated textbook.
- Be concise. Your client's time is valuable. Plan your letter and list the key points you want to make. Edit it to remove any unnecessary words or phrases so you can keep it to one page, whenever possible.
- Proof your letter carefully for grammar and spelling.
- Use your spell check on your computer, but keep in mind that you can't always trust it. Your computer program knows when you have misspelled a word but it does not know when you have misused one.
- It is easier to proof a letter if you let it sit overnight or at least several hours. Of course, having someone read and edit the letter is better yet.
- A letter that goes out with typos and errors tells your client that you don't check the details - a critical skill for an event planner.



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- Check the name and title of the person to whom you are writing.
- If you have any doubt about the spelling of a person's name, correct title or whether the person is "Mr." or "Ms."- a quick phone call will resolve the issue and avoid embarrassment. Your relationship with the client can be seriously jeopardized by carelessness.
- Use the person's first name only after you have been asked to do so.
- The initial letter should be addressed to "Mr. Brown" or "Ms. Smith." Note that "Ms." is the correct title to use for a businesswoman regardless of her marital state. If a woman feels strongly about being recognized as "Mrs.," she will let you know.
- If you address the letter using the person's first name (assuming you've established a first-name basis), sign with your first name. Use your first and last name in your signature if you open with "Mr." or "Ms."

### **Handling Business Meetings**

- Business meetings are held for a variety of reasons, but one common characteristic is the sharing of information with others. As in dining, there are rules of etiquette that go along with meetings.
- People begin to evaluate us before any words are ever spoken. "Who you are speaks so loudly that I do not hear what you say."
- Business meetings are one arena in which poor etiquette can have negative effects. By improving your Business Meeting Etiquette you will automatically improve your chance of success.
- Starting the meeting off on the right foot when it comes to manners ensures participants that both they and their time are valid. Good business meeting etiquette should be a priority for anyone who hosts or attends such functions to ensure successful and effective meetings.
- Business Etiquette... Simply a means of maximizing your business potential by presenting yourself favorably.
- You are introducing two people in business; one person is a manager and the other is a vice president – who is introduced to whom? The manager to the vice president. The vice president to the manager. Either way, it does not matter in business.

**Answer:** The manager to the vice president. The etiquette of the introduction states that you introduce the lesser authority to the greater authority.

- Two people in business are being introduced. Technically, who should extend his/her hand first? The person of lesser authority. The person of greater authority. Either way, it



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does not matter in business. Answer: The person of greater authority. If he/she does not know to, then go ahead and extend yours.

- Proper etiquette can play a fairly significant role in whether a meeting is a productive gathering or an inefficient use of time.
- A good business meeting is one where ALL the players show courtesy and respect. This approach conveys a simple message: We're all professionals here, so let's have a productive meeting!
- **ARRIVE EARLY** If this is not possible, arrive at the scheduled time at the latest-but NEVER late! Do not assume that the beginning of a meeting will be delayed until all those planning to attend are present. If you arrive late, you risk missing valuable information and lost the chance to provide your input.
- **Come Prepared** Always bring something to write on as well as to write with. Meetings usually are called to convey information, and it is disruptive to ask others for paper and pen if you decide to take notes. If you know you will be presenting information...ensure that your material is organized and ready.
- **Do Not Interrupt** Hold your comment to the speaker until the meeting has adjourned or until the speaker asks for comments, unless, of course, the speaker has encouraged open discussion. Also, do not interrupt other attendees.
- **Abstain from Electronics** As the notice at the beginning of films in movie theaters requests, "Please silence cell phones and pagers." Activate voice mail if you have it, or forward messages to another phone to be retrieved AFTER the meeting.
- **Speak In Turn** when asking a question, it usually is more appropriate to raise your hand than to blurt out your question. Other attendees may have questions, and speaker needs to acknowledge everyone.
- **Pay Attention** Listen to the issues the speaker address, the questions from the attendees, and the answers provided. You do not want to waste meeting time asking a question that has already been asked.
- **Be Patient & Calm** Do not fidget, drum your fingers, tap your pen, flip through or read materials not concerning the meeting, or otherwise act in a disruptive manner.
- **Attend the Entire Meeting** Leave only when the meeting is adjourned. Leaving before the end of the meeting – unless absolutely necessary and unless you have prior permission – can be disruptive to other attendees and inconsiderate of the speaker.
- **Respond to Action Items** After the meeting, be sure to complete any tasks assigned to you as expeditiously as possible; file your meeting notes or any formalized minutes for later review or to prepare for future meetings.

## ROLE-PLAYING

It refers to the changing of one's behavior to assume a role, either unconsciously to fill a social role, or consciously to act out an adopted role. While the *Oxford English Dictionary* offers a definition of role-playing as "the changing of one's behavior to fulfill a social role", in the field of psychology, the term is used more loosely in four senses:

- To refer to the playing of roles generally such as in a theatre, or educational setting;
- To refer to taking a role of an existing character or person and acting it out with a partner taking someone else's role, often involving different genres of practice;
- To refer to a wide range of games including role-playing video game, play-by-mail games and more;
- To refer specifically to role-playing games

Role-playing may also refer to role training where people rehearse situations in preparation for a future performance and to improve their abilities within a role. The most common examples are occupational training role-plays, educational role-play exercises, and certain military war games.

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